

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. L.

NEW YORK, MARCH 29, 1905.

No. 13.

LORD & THOMAS DIRECTORY
FOR 1905 gives the Star League
Newspapers daily average of
137,162 copies, and shows the
combined daily average circula-
tion of all other Indianapolis,
Terre Haute and Muncie News-
papers to be 133,045, or 4,117
less than the Star League.

\$937	one issue	1903
\$4,440	" "	1904
\$15,000	" "	1905

JAP-A-LAC knows why!

A four-page insert in four colors at a cost to the advertiser (The Glidden Varnish Company) of \$15,000 will appear in the May issue of THE BUTTERICK TRIO.

This is the largest amount of money ever paid by any advertiser for any advertisement printed by any magazine.

THE BUTTERICK TRIO for June will enter **1,500,000** homes between May eighth and fifteenth. Forms close April tenth.

For rate cards and any information, address

THOMAS BALMER, Advertising Manager
Butterick Building, New York City

W. H. BLACK, Western Advertising Manager
200 Monroe St., Chicago, Ills.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29 1886.

VOL. L

NEW YORK, MARCH 29, 1905.

NO. 13.

FORTY YEARS AN ADVERTISING AGENT.

By Mr. George P. Rowell.

THIRTEENTH PAPER.

Some traveling had to be done in those days. An advertising agent, to be able to talk understandingly about the conditions in several States, should know something about them by personal observation. To-day and for nearly a score of years, I have been able to truthfully assert some knowledge of every State and Territory, gained on the spot, with the single exception of South Dakota; but that was not the case in 1866. The experiences of one long journey, undertaken for the accumulation of knowledge of the newspaper and advertising field, are still vividly in mind. One sunshiny afternoon I stood on the bank of the Mississippi—Father of Waters—at Alton, Illinois. I must have thought Alton an important point, partly perhaps on account of the prominence it received through its name being made a part of that of an important railroad—the Chicago and Alton. I had read of the Mississippi, dreamed of it. I recalled a picture wherein the Spaniard DeSoto was represented taking his first view of it. La Salle had paddled and floated down its course. It had been a bone of contention between my country and Spain. And now I stood upon its shore. It was a moment to remember. A large log had been left on the bank by a falling of the water. It was not of a sort familiar to me, and I wondered if it could be a Cottonwood. Almost every tree ever spoken of, in the reports of the explorers of

the West, seemed to be a Cottonwood. I cut a small chip from the end with my penknife and can recall the sourish taste at this moment. I think a chip from a poplar log, after it had been soaking for a season in a New England mill pond, would have a similar flavor. I can identify by the taste most woods with which I have ever become acquainted, and I know now that the conclusion I arrived at, that the log was a Cottonwood, was correct. There were hours to wait at Alton before another train would pass that would take me to St. Louis. The newspapers of the town could be sized up without much of a tax upon my time, but I became interested to see streets cut down through a bluff of considerable height, and had difficulty in deciding whether the material of the bluff was earth or stone. I could not scratch it with a thumb nail nor indent it with the toe of my boot, but there seemed little difficulty about carving a letter upon a smooth portion of its surface, without perceptible injury to the penknife blade. I am still uninformed about the geological construction of the vicinity of Alton.

At St. Louis, water in the ewer in the hotel bedroom had a deposit of mud fully an inch and a half in thickness, and the drinking water seemed to suggest that it too would accomplish something very similar if not quickly put out of danger. It tasted well enough, however.

The leading papers of St. Louis were the *Republican* and the *Democrat*. The *Republican* was the best, that is the most successful paper, and was Democratic in politics. The *Democrat* was a close second in merit, and people

were not few who thought it the better of the two. It was Republican in politics. At the office of the *Republican* Col. George Knapp seemed to be the supreme authority. He was a short, stout, florid man of reserved manner. His brother, Colonel John, was tall, lean, also florid but amiable and friendly to a degree that was very gratifying to me. The name of the *Republican* has been curtailed in recent years. It is now the *Republic* and its destinies are at present presided over by Col. Charles W. Knapp, who is a son of the genial, kindly Colonel John, whom I so well remember. The *Democrat* flourished for a time but was finally, practically put out of business, by the strategy, if I may call it that, of Col. Houser, who established the *Globe* and made things so lively in St. Louis that after a time the *Democrat* struck its colors and the two became one, the *Globe-Democrat*, and became also, and still remains, the best all-around specimen of a newspaper issued west of Chicago.

Minneapolis had only about 10,000 inhabitants then and the idea that it would ever compete with its Sister City, in population or importance, was so preposterous that no one ever thought of such a thing, or, if he did, would certainly have had sense enough not to mention the idea in the presence of a resident of St. Paul.

I was in Springfield, Ill., of an evening, and at the office of the *Journal* was alone with the manager. "Mr. Lincoln," said he, "sat in the chair where you sit now, when the dispatch came announcing his nomination for the Presidency. He had stayed away from the Convention because he said he thought he was a little too much of a candidate to make it good taste for him to go and then he added 'I'm afraid I am hardly enough of a one to warrant me in staying away.'" The newspaper man, before saying good night, took me around and showed me the modest two-story house that had been Mr. Lincoln's home. I could see it well enough in the moonlight and remember it perfectly, with its green blinds, roof

slanting to the street and the door yard fence painted white.

There was occasion to be at the station early next morning, I think 4:30 was the hour my train was advertised to start, and I was there. The station was well filled with a heterogeneous set of human beings who appeared to be bent on going somewhere, most of them talked about "going West" and were of the class of pioneers, nearly every one of them being apparently chuck full of days' works, courage and good nature. There was one exception, a man who had for sale, and had with him, in a basket, for immediate delivery, a remedy for fever and ague, price one dollar a bottle. It was a sure cure, never known to fail except in one instance and the exception proved the rule. The exception, however, was the man himself, who was, at that particular time, the best example of what they used in Illinois to call the "shakes" that I have ever seen. Still he was not only saturated with his remedy but had reinforced it with another that was said to be also good for snake bites. He showed no evidence of bites but as for ague, he made the story seem probable that such people were of use, in the Autumn, because if one climbed a hickory tree his involuntary movements would shake off the nuts. The train was slow about starting that morning, or late about arriving, and the memory of that early hour or two in the station at Springfield is not a cheerful one. I sometimes think it a part of Mr. Lincoln's good fortune that he never went back to Springfield, for to pass through that station, as it was then, could have afforded him no pleasure.

Milwaukee was a clean, well-built town. I walked down a steep incline from the Newhall House to the office of the *Evening Wisconsin*, then situated at the river's edge, and there I met Mr. Andrew Jackson Aikens, a man who was then and is now (1905) business manager and part owner of the paper, as well as being the originator of the "patent inside" system that has made it possible

(Continued on page 6.)

MOST RETURNS FOR LEAST MONEY INTERESTS ADVERTISERS

TO MINIMIZE THE EXPENSE is one of the highest ambitions of the general advertiser. The application of this much-tried business logic will be found most effective in a campaign of advertising in the localities where the following evening papers are circulated, because they have all brought to advertisers the most profitable returns at a minimum of expense:

**THE
INDIANAPOLIS
NEWS**

The biggest advertising result producer in Indiana. It is delivered at over ninety per cent. of the homes in Indianapolis and it receives the bulk of advertising patronage from local merchants.

**THE
MONTREAL
STAR**

The largest English circulation in Montreal.

The biggest advertising result producer in Canada. It carries more advertising than all the other English dailies in Montreal combined. Brings largest results at least cost.

**THE
BALTIMORE
NEWS**

Read in homes in the evening it reaches most of the purchasing classes.

The biggest advertising result producer in Baltimore. Stands at top notch with advertisers.

**THE
WASHINGTON
STAR**

Delivered into 92% of white homes.

The biggest advertising result producer in the District of Columbia. No other daily paper is read in 50 per cent of the homes.

**THE
MINNEAPOLIS
JOURNAL**

The biggest advertising result producer in the Northwest. That is why THE JOURNAL carries more advertising in six days than any other paper in the Northwest carries in seven days.

DAN A. CARROLL, Special Representative.

Tribune Building,
New York.

W. Y. PERRY,
(Mgr. Chicago Office.)

Tribune Building,
Chicago.

to have a paper at every frontier outpost or county seat where there is a probability of sufficient legal advertising to be done to amount to \$100 per annum. In later years I recall walking again down that incline, toward the river, accompanied by my old time competitor and long time friend, Mr. S. M. Pettengill. He stopped suddenly, grasped me by the arm and with the other hand pointed across the water. "Do you see that? I like that!" he asked and exclaimed. His eyes seemed to be fixed on a huge black and white sign, that decorated the side of a great warehouse, and contained a single word. "What is it?" I asked, "What is it you like?" "Do you see that sign?" "Yes! What of it?" "Do you see what it says?" "Yes, it says COMMISSION." "Not only commission," said Mr. Pettengill, "but it is a very *large* commission!" The commissions allowed to agents at that time were larger than now, but the tendency to restrict them had made so much progress as to enable Mr. Pettengill to fully make up his mind as to what he particularly liked.

Less attractive, less orderly than Milwaukee, Chicago was not so nice in any way, only it was busier and had gotten past the period of being jealous of Milwaukee, which had long promised to be the place of greater importance. The sidewalks seemed to be mainly of wood; at every street crossing the foot passenger walked down or up a short flight of plank stairs, and if it were after dark, and pedestrians not too plenty, the rats would scurry in every direction as one passed up and down the rickety steps. The people seemed to live in story and a half wooden houses, and in the back yard of these, a barrel set down in the spongy soil seemed to make a good enough well, and, if covered with a board, to keep out deceased rats and cats, no reasonable person would have occasion to find fault with the quality of the water; for he might go far, provided he confined his journeyings to the limits of the city, without finding any better.

Two papers in Chicago were of

prime importance, the *Tribune* and the *Times*. The *Tribune* was just coining money, and had a handsome new building not less than three stories high. The manager, and a part owner of the paper, was a Mr. Cowles, a handsome, agreeable man with a crisp manner, who did not seem to have any undue enthusiasm about welcoming or recognizing a new advertising agent. "Who does the agent represent?" asked Mr. Cowles. I thought it a conundrum, and not being able to guess it declined to speak for others, but for myself would venture to say that I, as an agent, represented myself. That seemed to be a new idea to Mr. Cowles but, on reflection, he admitted that such might also be the case with some of the others. He spoke, with some indications of a liking for him, of "Jim Bates." It was the first time I had ever heard of him and Mr. Cowles told me he was the more active partner of the Pettengill concern. What Mr. Cowles had in mind, when he propounded his conundrum was that the agent purported to represent the newspaper, that the newspaper paid him, but that in practice the agent represented the advertiser and worked for his interests all the time. The proposition was new to me. I had not carried my consideration of the question so far; but in after years I noted, that although the agent's commission apparently does come in the shape of an allowance from the paper when the bill is paid, yet the actual money comes not from the paper but from the advertiser. I have also noticed that in all brokerage it is the buyer that the broker must seek, that without the buyer he can do nothing with the seller, and that loyalty is admitted to be due to the man who pays the broker money rather than to the man to whom the broker pays the money. It is the man with the money that is sought after by the agent and the newspaper and, for that matter, by almost everybody that is walking up and down the earth. Mr. W. H. Cowles, publisher of that excellent daily the *Spokesman Review* of Spo-

(Continued on page 8.)

Every Time You Go To Press With Plate Matter When You Ought To Have Live Local Ads—

You're paying for space that you ought to be paid for, and the chances are that the ads would be more interesting to your readers.

Practically all you have to sell is space, and you can't sell space to-morrow in yesterday's issue.

If yesterday's paper went to press with a column less of advertising than was possible, you're out the price of that column as an advertising space, besides the cost of filling it with matter that you had to pay for, and you are out "for keeps."

Could you make room for more local advertising? Would you, if you could get it almost for the asking?

Would you be willing to pay one of the oldest and ablest solicitors in the country, one that has created more business than any ten others, one dollar to call on each of your advertisers and possible advertisers once a week for a year?

Would it be worth two cents a week to have him get right next to the man who has the say in each store in your town or city, not only with the best of arguments, but with copy and plans for good local advertising? Well, wouldn't it?

PRINTERS' INK is one of the best solicitors that a newspaper can employ, and it is by long odds the cheapest.

Its influence for more and better advertising is felt wherever newspapers are published.

It removes the new advertisers last and strongest objection—that he hasn't the time, or doesn't know how to prepare copy—by printing each week four pages of the best retail ads obtainable for practically every line of business that is advertised.

It gives him invaluable advice about advertising and business management, and the publisher who places it in his hands places him under obligations that will sooner or later result in business.

Write for our proposition to newspaper publishers.

Write right now.

Address,

CHAS. J. ZINGG, Manager,

Printers' Ink Publishing Co.,

10 Spruce Street,

NEW YORK CITY.

kane, in the State of Washington, is a son of the gentleman here mentioned as the business manager of the Chicago *Tribune*.

At the office of the Detroit *Tribune*, the evening when I called, there sat at a desk a kindly-faced, bearded man, evidently in the early forties. He told me much about Michigan and Detroit and the newspaper prospects, and I came away thinking him a nice man but one not at all likely to set the world on fire; and, for that matter, he never has. But this was Mr. J. E. Scripps who afterwards established the Detroit *News* and also the numerous papers that compose the Scripps-McRae League of to-day; and perhaps has done as much, or more, toward forwarding the interests of one cent journalism, than even the great and yellow Mr. Hearst of San Francisco, New York, Boston, Chicago and Los Angeles.

At Toledo I called at the office of the daily *Blade*, where I saw the proprietor, who told me that he was then issuing 1,800 copies. I had supposed the edition was larger and said so, whereupon he admitted quite willingly that it had not been nearly so large until very recently; but told me he had lately secured, as editor, David R. Locke, who had become rather famous as the writer of the Nashby Letters. Since Mr. Locke came the circulation had increased.

The next forenoon, I remember it was a sunny morning, I stood on the street with Ralph H. Waggoner, Jr., whose father was editor of the Toledo *Commercial*, a paper that seemed then and often afterwards appeared to be almost a success, but never quite arrived at it, and has finally died. Mr. Waggoner directed my attention to a man on the other side of the street, who, he said, was Mr. Locke. I recall just how he looked. Probably 33 or 34 years of age, stout and heavy of build, not of more than medium height, wearing a pair of black pantaloons that were not creased but somewhat kneed, a pepper and salt sack coat, very short, and a silk hat that appeared to give evidence of considerable use in sleeping

cars rather than of ironing or brushing. He was a good-looking man, on the whole, and seemed to be enjoying very much a conversation he was carrying on with his companion as they walked along toward the office of the *Blade*. I afterwards came to see and know a great deal of Mr. Locke. He certainly became a conspicuous figure in American journalism. It used at one time to be said that he made a good living by selling the *Blade* at one season of the year, when someone turned up who thought he could run it better than Locke did, and buying it back a few months later, when the purchaser found that he could not.

At Cleveland the best paper was the *Herald* although Mr. Cowles of the *Leader* did not seem to think so. The *Herald* was controlled by a merchant, of some ambition, by the name of Fairbanks, and there was in the office, as business manager, a specially attractive and capable young man, who had business ideas concerning the management of a newspaper, that were decidedly in advance of his time. I think his name was Benedict. Afterwards, on the occasion of a visit to New York, he was so unfortunate as to be on a sleeping car on the Hudson River Railroad, on a train that collided with an oil train somewhere in the neighborhood of Poughkeepsie, and he, and many other passengers, perished in the conflagration. After Mr. Benedict's death the *Herald* ceased to hold its pre-eminence, which was eventually assumed by the *Leader*, presided over by a Mr. Cowles, and was afterwards merged in the *Leader*. The Mr. Cowles of Cleveland was a brother of that Mr. Cowles who has been mentioned as business manager and part owner of the Chicago *Tribune*. He had a peculiar defect of speech, conveying to a hearer the impression that he had no palate. There was no real deficiency in his organs of speech, but the trouble arose from the ear, which was deficient in a peculiar way, inasmuch as, though he could hear most sounds perfectly well, any

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THIS OFFER EXPIRES APRIL 15.

The 1904 edition of **Rowell's American Newspaper Directory** is now out of print, and the issue for 1905 will not be ready for delivery until the latter part of May. The subscription price of the book is Ten Dollars net cash. Persons desiring to register a subscription and willing to send check with order now, may have a discount of ten per cent. from the above price, making the net price

Nine Dollars,

and to these in advance paid subscribers a copy of the very first lot received from the binders shall be sent carriage paid.

If interested, send Order and Check direct to

CHAS. J. ZINGG, Manager,
ROWELL'S
American Newspaper Directory,

10 Spruce St. (up-stairs), New York City.

March 22, 1905.

sound of S, or as he expressed it, any hissing sound, was absolutely lost to him, and he told me once that he had never in his life heard a bird sing, and was man grown before he realized that there really was any such thing as the song of birds, of which so much was said in literature, but had supposed it was all a sort of poetic license.

Coming east from Cleveland I found myself in a seat with a red-faced, stout, handsome, elderly man whom I recognized as Henry Wilson, Senator from Massachusetts, colleague of Charles Sumner, afterwards Vice-President of the United States during one term of Gen. Grant's Presidency. Mr. Wilson was a self-made man, often spoken of as the "Natick Cobbler." He had been a shoemaker and his home was still in Natick, Mass., and at that time I too lived in a part of that town known as South Natick.

The village of South Natick is distinguished for being the scene of the labors of Eliot, the Apostle to the Indians. Whether any one of his red parishioners was ever able to read a chapter, verse, word or letter of the Bible he translated into their alleged language, is a matter of doubt in my mind, but he surely did make an impression upon these children of the woods, and they gathered around him; and indications that many of them dying, received from him the rites of Christian burial, were plainly shown, in 1866, by numerous headstones of slate, bearing unpronounceable names, all more or less disarranged by encroachments of the highway, as well as of a door-yard fence and sundry flower beds and borders such as are inseparable from the New England garden. It cannot be that the intelligence of the Old Bay State will allow such a relic, such a memento of the early day, to entirely disappear from the ken of man, by sheer neglect of ordinary care and precaution. South Natick is also the very same quaint old village referred to in Mrs. Stowe's story of *Old Town Folks*. It was here that lived the easy-going Sam Lawson, whose

lack of energy must clear him from any suspicion of being the progenitor of that Mr. Lawson who at the present time seems to be, beyond question, Massachusetts' most energetic and ingenious citizen.

I fell into conversation with the Senator, and being a townsmen was a recommendation. We came to be on very friendly terms, and when night approached and a sleeping car was taken on, as it was found that the Senator had failed to secure sleeping accommodations, while I had been so extravagant as to secure a whole section, I was glad to offer to divide, and he equally to avail himself of my offer. I was not much used to sleeping cars at that time and my little experience had led me to prefer the upper berth. The Senator insisted that I should have the choice of quarters, and desiring to be civil, and exhibit due respect, I considerately took the lower berth and allowed the heavy and much older man to climb into the upper one by the aid of the porter and a step ladder. I really thought the Senator treated me next morning with an additional regard.

Trains did not run as fast then as they do now, and it was late in the afternoon of the next day before we reached New York, down by the way of the Hudson River, arriving at some point, at present quite unknown to me, over on the west side, and from which we made our way, each carrying a portmanteau, to the New York Central Railroad station, then situated where the Madison Square Garden now is, at the corner of Fourth Avenue and 27th street. We were too late. The train was pulling out. As that operation was performed by horse power there was some confusion about where each car was to go. Someone suggested that if we should hurry up—I think it was hump ourselves that he said—we might still make the train at the 34th street tunnel, or thereabouts, and this we attempted to do; but were too late at 34th street, and when we arrived at the upper opening of the tunnel, at 41st street, we

saw the train gliding gracefully away, quite beyond our reach. The Senator and I parted company there, but not until he had explained that, on account of unexpected delays, he found himself almost out of money and, as I was a townsmen of his, he would venture to ask for the loan of ten dollars, which I was very glad to grant; and my partner and office boys were much impressed, two or three days later, when the Senator found his way up our two flights of dark stairs, to the little back office, and repaid his loan with civil words of thanks. Not being a politician myself and the Senator not being an advertiser, it was never my fortune to improve the acquaintance thus begun, but as I grew older, and learned to know more about traveling, I have always regretted that I did not let Mr. Wilson have that lower berth.

♦♦♦
"EVERYBODY'S MAGAZINE."
Union Square, 31 East 17th Street,
New York, March 20, 1905.

Editor of PRINTERS' INK:

Do you know, I think Mr. George P. Rowell's articles on "Forty Years an Advertising Agent" are the most interesting papers that have ever been published in PRINTERS' INK, or for that matter, in any publication devoted to advertising.

It seems to me that their importance is so great that they should be published in book form, and while the sale would not be as extensive as *Everybody's Magazine* circulation, I feel confident that it would be a profitable book for a publisher to issue.

I remember that on two or three occasions Mr. Rowell gave some of these reminiscences at the Sphinx Club and they were so interesting that nine-tenths of those present would have been willing to have him continue without intermission until the next monthly meeting. I really hope they will be published in book form.

Very truly yours,
JOHN ADAMS THAYER.

♦♦♦
Some fine color work, made by the "prismaprint" process for book illustrations, souvenir postal cards, catalogue covers, etc., by the Matthews-Northrup Works, Buffalo, is shown in a portfolio sent out from that company's offices in New York. The "prismaprint" process, it is stated, accurately reproduces the most delicate tints in any color picture, yet retaining all atmosphere, brilliancy and spirit, and enables enlarged plates for poster work to be made at minimum cost. The plates can also be printed on soft paper.

FACTS *versus* CLAIMS.

On January 20, 1905, following a detailed report of its own circulation, the Chicago Daily News said: "The Daily News regrets its inability to quote the circulation of the other Chicago newspapers, and this because with the single exception of the RECORD-HERALD, no other Chicago newspaper makes a complete, detailed publication of the actual sales of all its editions."

The CHICAGO RECORD-HERALD Circulation for Jan. and Feb., 1905:

Daily Average, 148,821
Sunday Average, 202,098

Other papers may claim it, but the facts are—

**THE
TORONTO STAR**
Has the Largest Circulation of any Afternoon Paper in Ontario.

And with one exception has the largest issue of any English evening paper in Canada.

40,000 Copies Daily.

Sworn statement on application.

All foreign advertising should be sent direct to

**THE STAR,
TORONTO, CANADA.**

SOLICITING METHODS.

AN EXPERIENCED ADVERTISING SOLICITOR TELLS ABOUT TWO DIFFERENT TYPES OF SOLICITORS, THREE DIFFERENT KINDS OF ADVERTISERS AND TWO METHODS OF APPROACH—THE CRITICAL "CLOSING POINT."

Some men are born solicitors. That is, they have a sincerity and heartiness of manner, an inborn tact and power to please, and a faculty of presenting proposition honestly, right side up and in a pleasant way, that makes soliciting more or less natural to them. Such men work so largely by instinct that they can seldom tell how they do work. I am continually inquiring for information about methods from other solicitors and salesmen, not only in advertising, but in other lines. I have found that the born solicitor is a poor source of pointers because he never really thinks about principles.

There is another class of solicitors—by far the largest, too—that have none of this inborn ability. I know something about them because I happen to be that kind of solicitor myself. Physically, I am not big, nor have I superabundant energy or good spirits. I am not a ready talker, and sometimes have to watch myself carefully to suppress a natural tendency toward impatience and irritation. In consequence, my work is all done according to careful plans, and by principles, and in developing these latter I have acquired methods that will be useful to every studious man who is like myself in natural equipment and must work under the same conditions.

As there are these two kinds of solicitors, so there are three kinds of advertisers. For them I have developed two methods of approach.

The first type of advertiser is the beginner—the small fellow, usually, with a small appropriation, who knows very little about advertising, and knows that he doesn't know, and is willing to learn. With such a man the solicitor can talk advertising fundamentally. Hardly any thing in the

way of kindergarten instruction that he wishes to impart will be resented.

The second kind of advertiser is the man who has done perhaps a good deal of advertising, but upon a restricted scale, and who has more conceit than real knowledge. This type is opinionated. The solicitor cannot talk fundamentals with him, or even give suggestions as to methods. He believes in his own knowledge, and the method of approach is to let him do the talking, telling you what he believes and knows. In handling him, the solicitor must not try to convince by argument, but lead him around by questions, never forcing an opinion upon him, but letting him think that he has made a new discovery or decision himself. Not long ago I called on such a man, said "Good morning," and talked for ten minutes or more about everything but advertising. He got nervous. "Well, what do you want?" was his query. I knew him to be a man set against the class of mediums I represent. "It is a pleasure to talk with an advertiser broad-minded enough to appreciate all mediums, even those he doesn't use," was my reply. That disarmed criticism, and I then proceeded to ask him, in all good faith, how he would use my medium if he decided to take it up. This started him off on a line of talk exceedingly interesting to himself, and he developed arguments so good for my medium in his anxiety to demonstrate the soundness of his principles that ultimately a deal was closed for space.

The third type of advertiser is the great big man, operating over the whole country, wise in mediums and methods. He knows so much that, like the beginner, he is hungry for any information you can bring him. He is ready to be convinced, and not afraid that, by adopting your suggestions, he will lose his own identity. The way to approach him is to go with some new light on his advertising proposition. The second type of advertiser is won over by letting him defend his own ideas,

but the third type, with four times as much real advertising knowledge, is always receptive to more.

Apropos of the second type of advertiser, a railroad bond salesman told me once how he convinced a bond-buyer in this class. Going to his office one day with a new issue of railroad bonds, he began by saying, "I don't really believe in railroad bonds as an investment, Mr. Buyer, but we have this issue of the J. K. & F., such as railroad bonds are." This radical objection to a class of securities that the investor believed in and trusted his money to led him to an elaborate defense of railroad bonds, and of the very issue the salesman had, so that in the end he bought \$16,000 worth. Any bright advertising solicitor can see how this method applies to a field where there are so many different kinds of good advertising medium. Conceit is a very large human element on soliciting. It is not good soliciting to argue with a man, but to leave him with the opinion that he has taken a step on his own account. No business man likes to think he has been forced into a thing. All business men are eternally afraid that they will be persuaded to take up something against their better judgment.

These three types of men are a simple classification of all advertisers. The little advertiser often develops into the third type very rapidly. Again he will grow into the second type and stay there. The second type is not progressive, as a rule, but grounded on human nature. It seldom changes, and is the type most often met with.

The hardest thing in soliciting is to get a man's attention. No set rule can be laid down for this—I wish one could. One point is never to enter a man's office unless you have something of genuine interest to tell him. I have noticed that whenever I approach an advertiser simply in the hope that I will land him on general principles, by developing arguments as we talk, I seldom do, while when I sit down beforehand and think out his proposition, developing ways

in which I believe his business can be increased by my medium, I nearly always get results. It is well to remember that every advertiser wants to be helped, and also that every business man likes to talk about his own troubles. Some time ago I went into the office of a big glove concern that advertises hardly at all. Several attempts to get an opening onto advertising brought no results, and finally the head of the house definitely said that he did not propose to advertise any more this year. That looked like a dismissal, but I have learned that sometimes when a man says "No" emphatically you have not been dismissed at all, but are just getting acquainted. I had on a glove of a widely advertised brand. It was ripped.

"Here is one of So-and-so's gloves that I have worn only three weeks," I said. "Look at it. Now, I remember wearing one of your gloves six months ago, and it gave a great deal better service than this. Tell me, as a glove manufacturer, why such a glove can be made so successful through advertising?"

This opened up the flood gates. All the worries and troubles of trade competition were poured out to an interested confidant, and from that we began to discuss his own gloves with a view to advertising. In the end a contract was signed. Other men I have interested by getting grocery reports from certain cities on the sales of teas, flours, etc., showing their sales contrasted with the real consumption. One of the most successful solicitors I know makes a practice of clipping out newspaper and magazine articles on many subjects, sending each to some "prospect" or one of his advertisers, with a letter of comment. These may relate to trade, or only to a hobby that the advertiser is interested in. Every man likes to feel that you have an interest in him over and above the dollars you get out of him. This is a simple way to keep him thinking about you. I often clip articles out of the newspapers and make them the reason for another call

on a prospect who has turned down my proposition. Go to a man with a newspaper clipping and a question, and he can seldom cut you short. He is really interested.

An important point in soliciting is to know who is the man who makes the final decision. It isn't always the advertising manager. He is often a subordinate. But you must always get the advertising manager's good will, even when the man higher up makes the decision. Without it, the decision may go the wrong way. It is never safe to snub or neglect the office cat. But "Who is the real man?" is a big question. Advertising contracts are seldom closed at once, but are referred to others and talked over. The solicitor must make an impression that carries his proposition through conferences where he is not present at all. In this connection, remember that there is a difference between delay and procrastination. Every business man is ready to take up a proposition at some future time. Get him to do it now.

Much has been said about the value of persistence in soliciting. There is a kind of persistence that wears out patience, however—that which returns again and again to argue over the same old ground. When a solicitor goes back he must have a new point to take up. Persistence means keeping a man steadily interested in your proposition by throwing new lights upon it. Get a clipping from this morning's paper and go back to ask the man a question about it.

Ninety-nine solicitors in a hundred can convince an advertiser, but only one can close him—get the signed contract. This closing point gave me a good deal of thought in the beginning. Lead up to it as carefully as I would, there was always a perceptible hitch when the question came, "Now, do you propose to go into this matter definitely?" Often the argument would be started fresh—the "prospect" was put on the defensive again. Finally I developed a method that has worked out in most cases with great suc-

cess. Instead of bringing up the question of closing a contract, I watch for the point where it is safe to *assume* that the advertiser has consented to go ahead. All talk after this is in the nature of plans for using copy and so forth. The wrong way, used by too many solicitors, is to try and argue or force a man into closing. This arouses an element of stubbornness in him. Every business man is afraid of being forced into something against his judgment, remember. Some solicitors do not know when they have convinced a prospect, and go on with arguments. As I have said before, it is seldom one finds a man who can definitely close a contract on his own account. But always work as though the man you are talking to had the power to say "Yes." When you know that you have convinced *him*, a great gain has been made. And always watch for the psychological moment when he is convinced, then stop arguing. A single question may switch the discussion right back to the starting point, and all the previous ground must be covered again.

After a talk with a prospect, go back to the office and write him a letter covering all the points you have made. There are many of these he has forgotten, and many of your answers to his questions and objections he did not catch clearly. A letter in black and white while the thing is fresh often acts as a clincher.

It is a good rule to always ask an advertiser for more money, and to keep after him when an appropriation has been made to operate on a still larger scale. Once upon a time while soliciting for an advertising agency I got an excellent account from a firm making a certain light drink. We held his account two years, when a larger agency went to him, asked for more money, told him that they were bigger than the agency he then placed with, and that he ought to be the biggest advertiser in his line in the country. Simply upon these arguments they got the account, and have it to-day. It is always easier to interest a man on a big scale than a small one. If

your proposition is one involving \$500, it may be easily turned down, but go with a plan to spend \$75,000 and its very size gives it importance. All a man's energy is brought to the task of turning down such a tremendous plan. But never shake hands and say "Thank you," and go away satisfied when a contract has been closed. Ask for more, more, more! The advertiser doesn't feel that you have conquered him then. Lead an advertiser who is spending money with you to be ambitious—to grow, and advertise on a continually larger scale.

The "stool pigeon" is a useful bird in soliciting. One of the most successful solicitors in New York has subordinates whom he sends to see a prospect several times before calling himself. These subordinates are excellent solicitors, but they simply interest the prospect in their chief. Finally they decide that it is a case for the chief to handle in person, and with a little ostentation a date for an interview is made. Naturally, the chief is a busy, busy man. When he appears before the advertiser in person it is as one whose coming has been announced, and everything he says carries great weight. In no other way could so desirable an impression have been made. But the "stool pigeon" must be a man of tact and ability.

The advertising field is overrun with incapable solicitors who leave everywhere a poor impression of advertising. This is really a big advantage to the good solicitor, for when he comes along with something important to propose he impresses by contrast. I consider it a misfortune to leave an advertiser with the impression that I am a "good talker." For then he is afraid that my personal charms as a conversationalist have convinced him rather than the soundness of my proposition. In only one connection does a good talker gain an advantage—when he is the solicitor for an agency. Then the advertiser naturally regards that agency as above the average in its service, if it employs such bright young men. But

the solicitor for one medium, such as newspapers or magazines, should strive always to make his medium shine—not himself. A good talker will sometimes go a long ways with advertisers of the first type mentioned—the beginner. They are not schooled in the ways and wiles of solicitors. But the experienced advertiser decides on the merits of the proposition itself, and with him the syren voice and manner are equivalent to a warning.

FROM AN ENGLISH AD-SCHOOL.

66 Ley Street,

ILFORD ESSEX, ENG., Mar. 9, 1905.

Editor of PRINTERS' INK:

Will you let your countrymen know (if they don't know already) that there is plenty of room this side of the "herring pond" for one or two original advertising novelties, if price is right.

Will you also inform them that we don't want any more patent medicines of foods either (predigested or otherwise) but we are open to listen, and buy, too, (if you tell the story English fashion) useful household articles, tinned goods, smart clothing and books, cycles, motors, etc. etc.

Of course *our* manufacturers make and sell such articles but they don't really know they're alive, and one or two fresh "cousins across the sea" would help to wake them up.

If you've got any plucky gentlemen left alive in your land, tell 'em we've still got a little more left and we're waiting for some one to ask us for it in exchange for goods.

Your magazine is a suggestive one, but there its usefulness ends so far as we are concerned at present. Can't you make it a little more "Englished" for your English subscribers. Anyhow at two dollars the exchange is very fair—you get your money's worth both ways.

With best wishes for your continued prosperity, I am, yours sincerely,

W. GEORGE HOXLEY,
The W. G. H. Ad-School.

Advertise

Business Bringing Lists of Dailies, Weeklies and Magazines mailed upon application. Adva. written, literature reviewed, booklets prepared, designs furnished. Submit your proposition. Rudolph Gueschner, Advertising, 108 Fulton St., New York.

*The German Weekly
of National Circulation*

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 152,062. Rate 35c.

SOLICITING PLUS—

THE ART OF GETTING ADVERTISING AS PRACTISED BY ROBERT FROTHINGHAM, OF "LIFE"—HOW THE AUTOMOBILE PATRONAGE OF THAT MAGAZINE HAS BEEN BUILT UP AGAINST ITS EDITORIAL POLICY—WHAT MAKES A GOOD SOLICITOR, AND WHAT MAKES A POOR ONE.

In the past three years the advertising patronage of *Life*, the satirical weekly, has shown a remarkable growth. The increase is best illustrated by its automobile publicity. *Life* began to satirise the "scorcher" almost as soon as automobiles became a commercial possibility, some five years ago, and did it with so much cleverness and force that up to October, 1901, only two automobile advertisements had ever appeared in its pages. These must have slipped in by error, for through the whole fabric of the automobile industry there was a feeling of bitterness so strong that the average manufacturer of motors would have considered it worth money to be sure that his machines would never be mentioned in *Life*, much less advertised. But in 1901 *Life* got a new advertising manager, Robert Frothingham, who regarded the auto situation as the first thing to be dealt with in building up a larger advertising patronage for the journal. He tackled it. In 1902 auto advertising began to come in very slowly. In 1903 *Life* carried more than 24,000 lines of this business, in 1904 more than 33,000 lines, and on February 1 this year contracts had been signed for more than 50,000 lines of auto business to run during 1905. This is said to be more publicity of the kind than is carried by any other general publication, and is exceeded only by the journals specially devoted to motoring.

The interesting phase of this development is the fact that it has been brought about by good soliciting. Mr. Frothingham is not wholly an office man, but is active in the outside field at all times and among many classes of advertisers. He has built up *Life's* advertising patronage by

that combination of persuasion, proselyting and personality that is known as "soliciting" simply because no better word has thus far been found to describe a kind of endeavor that often goes far beyond the operations of the solicitor or canvasser proper.

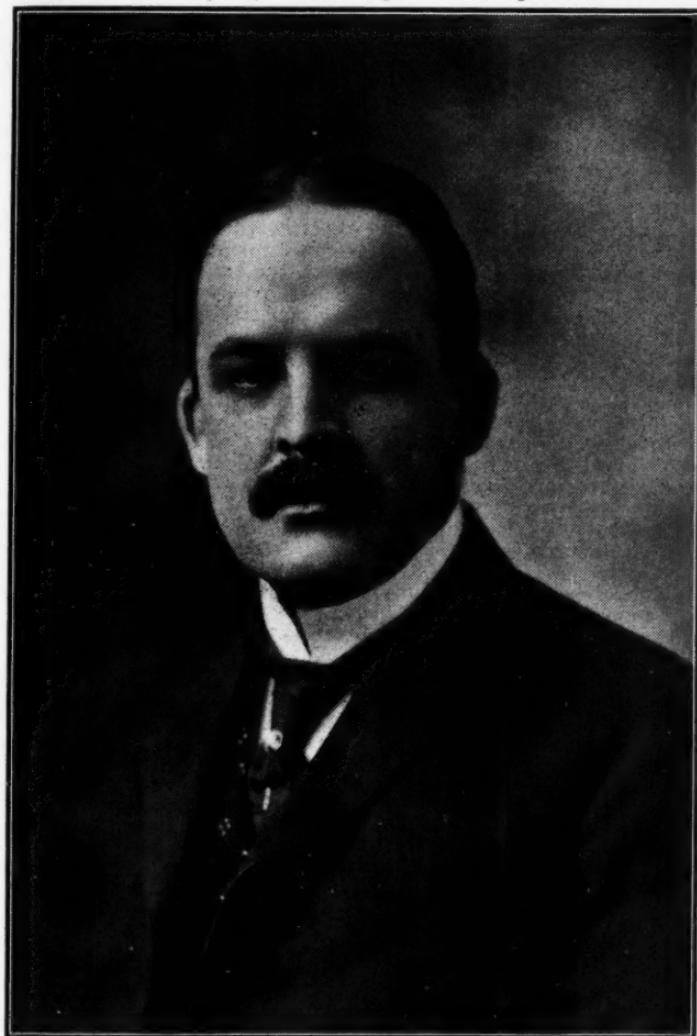
Mr. Frothingham delivered an address recently before the Ad Club of Western New York in which he told what a good advertising solicitor ought to be. PRINTERS' INK thought he might also be able to throw some light on how to be it, so Mr. Frothingham was invited to talk about such details as interesting "prospects," getting their contracts, taking rebuffs and set-backs, supplementing soliciting with letters and literature, and like matters.

"One of the best articles I have ever seen on the subject of soliciting was 'The Creative Advertising Solicitor,' in PRINTERS' INK of January 11, 1905," he began. "That article was so close to the real subject that it must have warmed the cockles of every practical man's heart, and it contained so much sound suggestion that I am not sure whether anything more can be added.

"The advertising solicitor is popularly supposed to be a suave, plausible person, skilled in argument, who goes about among advertisers persuading them that they need the publication he represents. But in reality, he ought to be a great deal more than this. It is his function not so much to get advertisers into his own publication as to set before them its value, and give them the information that will help them decide whether they want to go into it or not. Getting a contract isn't the whole thing—the advertiser may withdraw or refuse to renew. Assuming that every 'prospect' approached is an advertiser who ought to go in, the point is to help him to think logically and decide with insight. The advertiser is often remote from the solicitor, if he places through an agent. After the solicitor has won consent to a trial of his publication, the agent may nullify his work by presenting stronger arguments against

the paper than the solicitor has made for it. But if the solicitor has given his best thought to building up a brief for his paper, trusting to the advertiser's sense to decide for himself, the decision may even be necessary. But an advertiser who hasn't the faculty of logical thinking is a questionable acquisition.

"The wise solicitor never loses sight of the importance of adver-



MR. ROBERT FROTHINGHAM.

will stand. It is an excellent thing in soliciting to give the advertiser credit for being able to think. Some solicitors endeavor to do the advertiser's thinking for him, and with some advertisers it

rising as a *general proposition*. His arguments with a prospective advertiser should be directed along general lines, in which his own publication should simply be a *part* of the plan. It frequently

happens that for some reason the great big bulk of his appropriation in one publication, with the result that the prospect of a good big fat contract so dazzles the eyes, and perverts the judgment of an over-zealous solicitor, that he fails to realize that the major portion of an appropriation for his medium carries with it a corresponding degree of responsibility in the way of results, which no one publication may be able to produce. He is a far-seeing man who, in the face of such a glittering prospect, advises the advertiser to distribute his appropriation judiciously. There can be no question of the results in such an event, and while it may mean that the solicitor will not, at that particular time, secure for his publication anything like the amount of money the advertiser was tempted to spend with him, it is certain that the advertiser will be a factor in the field a year later with a much larger appropriation, owing to the good advice he received from the level-headed man who was big enough to take a comprehensive view.

"Advertisers have a good many set notions about mediums and methods that it is the duty of the solicitor to attack with all the logic that lies in him. One of these is particularly apparent to the solicitor for a weekly magazine. Every day he meets the objection, 'We use nothing but monthly publications.' If good monthly magazines bring returns, there is no reason why good weeklies should not. Such a rule is based, not on reason, but on custom or prejudice. The solicitor must set such an advertiser thinking—help him to arrive at a logical conclusion that his medium is good, or, if it isn't, make him give a better reason why.

"Another objection frequently met with is that a publication will not bring direct replies. There has been so much said about the necessity of getting direct replies to magazine advertising that many advertisers with general publicity propositions are working along the wrong lines. There are two dis-

tinct kinds of advertising—direct and general. There are two distinct classes of people who make up the public—those who will write to advertisers and those who never do. For some commodities the latter form the only clientele. They are always the best buyers. An advertiser who tries to induce replies from this division of the public, ordering his advertising out after one or two insertions because he does not get letters, is going right against the kind of human nature he sells to, and missing the most valuable asset of general publicity—prestige and cumulative results. Now, don't make the error of thinking that general publicity shows no immediate results. It does. But they are often difficult to trace because they do not come in the form of direct replies. And don't infer that the medium good for general publicity won't pull direct replies—*Life*, for example, has produced direct replies in excess of many publications with larger circulation. The difference isn't in the medium at all, but in the advertiser's own proposition, and a conscientious solicitor should see that the advertiser starts along the line that will bring the best results.

"There are other wrong-headed notions that the solicitor must attack. He should never be afraid to attack them. Too many solicitors are going around saying to advertisers, 'Please!' and 'Now, won't you?' and 'Don't you think you had better?' Many advertisers need to be talked to as though by a Dutch uncle, and the solicitor who is sure of his ground, sure that his paper is a good medium and his views of advertising sound, must take this work upon himself—he's the only one to do it. I believe in ridicule, censure or anything that will cause an advertiser to wake up and think. A solicitor must first of all be honest in his convictions, and after that must talk for his conviction more strongly than he talks for his paper. When he is honest he can ride, to a certain extent, roughshod over an advertiser's pre-conceived notions. Of course, when I

say 'rough-shod,' you will understand that the most courteous, agreeable censure or ridicule often sinks deeper than blunt objections. An advertiser, or any man, for that matter, is resentful when told in so many words, ever so suavely, that his policy or views are wrong. But if he is a thinking advertiser, and if the solicitor who tells him so is an honest man, the resentment soon passes, and after that begins tall, plain thinking—that is the best thing in the world for a good publication.

"Don't believe for a moment that what I'm telling you now hasn't been tried out again and again in my own experience. We carry the advertising of virtually every automobile manufacturer who advertises extensively. They all hated *Life* three years ago, and even to-day we may print a cartoon or skit that will cause a cancellation. But we always get them back because *Life* pays automobile advertisers. Our readers laugh at the cartoons and skits, but they also buy machines. To convince auto manufacturers that they needed *Life* took any amount of plain speaking—arguments that had nothing of the 'Please' in them. It took a year of calls and arguments and thinking to bring them around. But they came because we were honest, and once in, they stayed.

"The average solicitor is often in too great a hurry for results. He works with results in view. 'I have three pages to fill this month,' he says, and goes out, never stopping to think that in the miscellaneous scramble to get advertisers—any advertisers, anybody—to take those three extra pages, he may hurt his publication fifty pages on next year's business. Hurry up advertising isn't worth going after, so far as a reputable publication is concerned. The point is not to increase business, but let it increase itself—and it will always increase if you go after the most stable kind of advertising. Be a good waiter. Over-persuasion is the bane of the whole advertising field.

"It's hard to take rebuffs and

set-backs—to have your publication turned down in favor of another that doesn't seem so good. Here is where the solicitor needs a strong underpinning of philosophy. A set-back always looks like defeat to the beginner, and it is hard for him to believe that the advertiser is not animated by prejudice against himself or his publication in refusing business. But refusal isn't defeat, nor does it ever go by discrimination in the case of the advertisers best worth having. To keep happy, cheery and fit in the face of refusal is half the game.

"In selecting prospects I follow the line of least resistance first, going after those who are extensive advertisers, but who have overlooked *Life*. After that, I work on people who haven't advertised much, but who ought to, and in the latter class are found the hardest to convince. But the man who is difficult to convince ought to be the very life blood of a good solicitor. To break down his prejudice change his wrong notions by logic—that is worth while. It stimulates, furnishes new points of view on your proposition, new arguments. The 'easy' prospect who has a contract waiting for you is not worth while in comparison—in fact, when an advertiser has a contract all ready to pick, without effort, it is wisdom to look up his commercial rating. But there is one line I draw—that is, at the advertiser or advertising agent who is a bully, a chronic kicker without reason or a disagreeable person generally. There is a very small proportion of men of this sort. It isn't wise to toady for their business, or waste effort upon them. Cut them out. By dropping their \$100 or \$500 worth of advertising, you get rid of its attendant worry and bitterness together, and can put yourself in condition to create ten times as much new, desirable business. Never be afraid to apply the axe, and be sure that the axe is sharp when you use it.

"There is a whole mass of personal method that each man must learn for himself—ways of approach, things to say, things to

avoid and so forth—that can never be reduced to rules, but which soon become apparent in actual canvassing if the solicitor is alert. A very trifling remark often starts an advertiser on a chain of thought that is against your paper. For example, some solicitors say, almost as a stereotyped phrase, 'Well, I'm sorry you don't think my paper worth using.' Now, perhaps the advertiser has always thought it worth using up to that moment, and refuses only because he can't afford to increase his list. Such a seedlet of a remark, needlessly dropped, may set him thinking that it *isn't* worth using. Never plant a seed that sets an advertiser thinking wrong. Another unfortunate practice is common—that of admitting certain objections of the advertiser's to make soliciting easier. Know what your medium is good for and then stick to it. 'The king can do no wrong.' Never concede anything to make a point.

"As a means of paving the approach to 'prospects' nothing is better than good personal letters and printed matter. Soliciting is often useless without these auxiliaries. I tried form letters and folders first, but have long given them up. An advertiser's problems are too individual and unlike those of other advertisers to be covered by any form letter you can devise, so each must be studied on its merits and dealt with in personal letters that strike home. Folders and circulars are too plentiful in every man's mail, so I got up a little pamphlet a year or more ago, giving illustrations from *Life* and talking about its policy and progress. Each of these pamphlets is a business periodical, of uniform size and style, and each announces one of our special issues. *Life's* special issues began last year. They were issued once a month, and had special covers, extra pages and extra advertising, all at the regular price of ten cents. *Life's* regular black cover had been used twenty years, and is as familiar as the cover of Hostetter's almanac. To a large portion of the public who ought

to read *Life*, the regular issues looked like a slim ten cents' worth, so we introduced the special issues, and they brought us new circulation. Originally, however, they were meant to secure extra advertising. Extra advertising made them possible, so that our increased advertising patronage in these specials has really operated directly to bring new readers. My little periodical introducing these special issues—which now appear twice a month instead of once—has been of immense benefit in interesting advertisers before a personal visit. Creative soliciting really begins with something that will interest the 'prospect' through the mails—depends on it.

"One of the most helpful things that I have ever had in my work was an editorial that appeared in PRINTERS' INK of February 11, 1903, dealing with the value of *Life's* independent policy. I have used that editorial over and over again in printed matter, in letters, in personal argument, in its entirety and in quotations. I know it by heart, and it is so virile a presentation of *Life's* advertising and editorial policy, as well as so direct an illustration of what I believe to be the proper attitude in soliciting for a strong magazine."



THE "PITTSBURG PRESS."

A NEW SUNDAY PAPER.

An important addition to the ranks of Sunday papers was made on March 26th when the Evening Star Publishing Co. of Washington, D. C., issued the first number of the *Sunday Star*. The *Star*, which has been the leading paper of Washington for nearly fifty-three years, has heretofore endeavored to bridge the interval between 3 p. m. Saturday afternoon and 3 p. m. Monday afternoon by issuing double number Saturdays; but newspaper readers nowadays will not wait forty-eight hours for the news, and in Washington a good many people who read the *Star* every week-day have been in the habit of buying a New York paper or one of the other local papers on Sundays. With the prestige of the *Evening Star* back of it the success of the *Sunday Star* seems to be assured, and it is probable that from now on there will be a falling off in the circulation of New York papers in Washington.

In conversation with a representative of PRINTERS' INK Mr. J. Whit Herron, business manager of the *Star* said: "No pains will be spared to make the *Sunday Star* interesting and attractive to the people of Washington. The news will be of the first importance. The full service of the Associated Press will supply the telegraphic news of the world, and will be supplemented by the *Star's* staff of news correspondents throughout the United States and particularly in the neighboring States of Maryland and Virginia. The local field will be covered by the *Star's* regular reporters and no Washingtonian will require any other guarantee to convince him that the record will be full and accurate.

"Special news features will play an important part in the make-up of the new paper. There will be pages devoted to religious and fraternal matters, society, fashions, financial news, sports, amusements, etc. No, we do not contemplate any change in the *Saturday Star*. The *Sunday Star* will not be built up at the expense of Saturday's paper. The *Sunday*

Star is intended to supplement the week-day issues, to bridge the chasm between Saturday and Monday afternoon. The *Sunday* paper will be issued in the morning, of course. It will sell for five cents a copy and will be accompanied by a twenty-four page magazine supplement similar to that used by the *Chicago Record*, *Philadelphia Press* and other leading papers. To regular subscribers of the *Evening Star* the *Sunday* paper will be supplied for only six cents a month additional, that is to say the subscription price for the *Star* delivered at one's house will be fifty cents a month with the *Sunday* issue or forty-four cents a month without it. Thus by paying one cent more than the retail price of a single issue of the *Sunday Star* regular subscribers can secure the *Sunday* paper and magazine supplement for the entire month, and we believe that this offer will be taken advantage of by all who take the daily *Star* at present. The price of the *Sunday Star* alone will be \$1.50 a year."

Mr. Herron added that the advertising rates of the *Sunday Star* would be the same as for the daily. Contracts made with the *Evening Star* can be modified so as to include the *Sunday* paper by paying the pro rata rate for one extra insertion.

PRINTERS' INK has frequently referred to the *Star* as a model newspaper. It is one of the two papers in the country that in the next issue of the American Newspaper Directory will be distinguished by both the Bull's Eye and Guarantee Star—the Bull's Eye signifying a high quality of circulation and the Guarantee Star certifying to the accuracy of its statement as to the number of copies printed. The second paper possessing both Bull's Eye and Guarantee Star is the *Columbia, S. C. State*.

The Little Schoolmaster's hearty wishes go out to the new *Sunday Star*, and that it may become as good and successful a paper as the *Evening Star* has been for more than half a century, PRINTERS' INK has no doubt.

PRINTERS' INK.

POSTOFFICE MYSTERIES.
MAIL MATTER BY EXPRESS. HOW
DID A BOOK MAILED IN LONDON
GET INTO THE COMPANY'S POS-
SESSION?*To the Editor of the New York Times:*

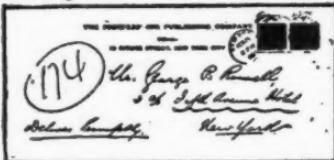
The writer is a member of the Harleian Society of London. By the annual payment of a guinea he has received through the mails, without any additional cost, the publication of the Register Section. Before the last Christmas holidays, notice was sent that the 1904 volumes were just forwarded by book post. Nothing was heard of the books until last Friday afternoon, March 10 when, just as he reached home, a delivery wagon of the American Express Company stopped at his house, and a parcel was handed to him with a request for 50 cents expressage. On turning the parcel over there was the label of the Harleian Society, with the correct name of the subscriber, his address, and two one-shilling postage stamps, properly canceled, showing that the parcel was deposited in the London Postoffice.

Now, how did the American Express Company get possession of that parcel, which never reached the New York Postoffice through the mails?

It is understood that scores of complaints are pouring into the New York Postoffice weekly for similar doings.

New York, March 13, 1905. J. J. C.
—In *New York Times* for March 17,
1905.

In connection with the experience of the *New York Times* correspondent, the Little Schoolmaster gives one of its own. On Sunday February 26 last, the editor of *PRINTERS' INK* mailed personally a letter addressed as shown in the here photographed envelope:



The canceling stamp indicates that the letter was in the New York postoffice at 8 p. m. February 26, and it ought to have been delivered to the addressee early Monday morning on February 27. It was not only not delivered but not even received at the Fifth Avenue hotel until late in the afternoon of that day. And the delivery was not made by a letter carrier or any one apparently connected with the postal ser-

vice—the delay in the delivery causing considerable annoyance. The following complaint was addressed to the New York Postoffice:

THE PRINTERS' INK PUBLISHING CO.
Chas. J. Zingg, Manager.
Offices: 10 Spruce Street.

NEW YORK CITY, Feb. 28, 1905.
Superintendent of General Delivery,
Postoffice, New York City:

DEAR SIR—The enclosed envelope, containing documents, was mailed by me, personally, on Sunday evening, February 26th. It ought to have been delivered at its destination Monday morning. It was not. No trace could be found of the letter at the Fifth Avenue Hotel until Monday at 2 p. m. when it was delivered at the hotel by what "SEEMED TO BE A MESSENGER BOY," as the mail clerk at the hotel terms it, and in a torn condition. I would like to receive an explanation about this matter, if possible.

Very respectfully,
(Signed) CHAS J. ZINGG.

On March 8, 1905, presumably after an investigation, the following reply was forthcoming:

POSTOFFICE, NEW YORK, N. Y.
Third Division, City Delivery Department.

March 8, 1905.
The Printers' Ink Publishing Co., 10
Spruce Street, New York:

GENTLEMEN—Your favor of the 28th ultimo has been received, and through some accident or oversight, which is very much regretted, and the responsibility for which I am at present unable to locate, the enclosed letter failed to receive the back stamp of the Madison Square Station. It should have been delivered on the morning of the 27th ultimo, but no information other than that it was received from a "messenger" — who the messenger was or from whence he came — could not be obtained at the Fifth Avenue Hotel, and in the absence of some definite data, upon which to base an investigation, I am unable to offer any satisfactory explanation for the irregularity of which you complain.

Very respectfully,
William D. Willcox,
Postmaster
per *W. D. Willcox* Asst. P.M.

THE Medical and Drug Journal Advertiser, published quarterly in the interests of advertisers in medical and drug journals, is probably the only publication of its character in the United States. While not over large, it contains the pith of what is being done in its field. It is conducted by Benj. Lillard, 108 Fulton street, New York, a specialist in this class of advertising.

A Roll of Honor

(SECOND YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1904 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated; also from publishers who for some reason failed to obtain a figure rating in the 1904 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1905 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*)

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

EP Announcements under this classification, if entitled as above, cost 20 cents per line under a **YEARLY** contract, \$20.00 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Athens, Limestone Democrat, weekly. R. H. Walker, pub. Actual average for 1904, 1,011.

Birmingham, Ledger, dy. Actual average for 1904, 26,176. E. Katz, S.A., N.Y.

ARIZONA.

Phoenix, Republican. Daily average for 1904, 6,589. Chas. T. Logan Special Agency, N. Y.

ARKANSAS.

Fort Smith, Times, daily. In 1905 no issue less than 3,750. Actual average for October, November and December, 1904, 3,646.

Little Rock, Arkansas Methodist. Anderson & Millar, pub. Actual average 1903, 16,000.

Little Rock, Baptist Advance, w.y. John Jeter Hurt, editor. Av. 1904, 5,118.

CALIFORNIA.

Fresno, Morning Republican, daily. Aver. 1904, 6,415. LaCoste & Maxwell, N. Y. & Chicago.

Mountain View, Signs of the Times. Actual weekly average for 1904, 27,108.

San Francisco, Call, d'y and S'y. J. D. Spreckels. Actual daily average for year ending Dec., 1904, 62,382; Sunday, 57,947.

San Jose, Town and Country Journal, mo. W. G. Bohannan Co. Average 1904, 9,128. First three months 1905, 15,000.

COLORADO.

Denver, Clay's Review, weekly; Perry A. Clay. Actual average for 1904, 16,926 (S).

Denver, Post, daily. Post Printing and Publishing Co. Average for 1904, 44,577. Average for January, 1905, 46,528. Gain, 1,951.

EP The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Hartford, Times, daily. Average for 1904, 17,547. Perry Lukens, Jr., N. Y. Rep.

Meriden, Morning Record and Republican. Actual average for 1904, 7,559.

New Haven, Evening Register, daily. Actual av. for 1904, 18,618; Sunday, 11,107.

New Haven, Goldsmith and Silversmith, monthly. Actual average for 1904, 7,517.



New Haven, Palladium, daily. Average for 1904, 7,507. E. Katz, Special Agent, N. Y.

New Haven, Union. Av. 1904, 16,076. E. Katz, Special Agent, N. Y.

New London, Day, evg. Aver. 1904, 5,855. Average gain over '03, 242. E. Katz, Spec. Ad Agt., N. Y.

Newark, Bulletin, morning. Average for 1903, 4,988; for 1904, 5,550; note 5,546.

Norwalk, Evening Hour. Daily average year ending Dec., 1904, 8,217 (S).

Waterbury, Republican, dy. Aver. for 1904, 5,770. LaCoste & Maxwell Spec. Agents, N. Y.

DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1904, 11,466.

Wilmington, Morning News. Only morning paper in State. Aver. cir. 10,074 for 3 months.

DISTRICT OF COLUMBIA.

Washington, Ev. Star, daily. Ev. Star News-Paper Co. Average for 1904, 55,502 (G. G.).

National Tribune, weekly. Average for 1904, 100,209.

Smith & Thompson, Rep., N. Y. & Chicago.

FLORIDA.

Jacksonville, Metropolis, dy. Av. 1904, 8,760. E. Katz, Sp. Ag., N. Y.

GEORGIA.

Atlanta, Journal, dy. Av. 1904, 45,688. Feb., 1905, 44,511. Semi-weekly 45,867.

Atlanta, News. Actual daily average, 1904, 42,280. S. C. Beckwith, Sp. Ag., N. Y. & Chi.

Augusta, Chronicle. Only morning paper. 1904 average, daily 5,661; Sunday 7,450.

IDAHO.

Boise, Evening Capital News. Daily average 1904, 5,296; average February, 1905, 4,586. Actual circulation March 1, 1905, 4,813.

ILLINOIS.

Cairo, Bulletin. Daily and Sunday average 1904, 1,940.

Cairo, Citizen. Daily Average 1904, 1,198. weekly, 1,127.

Champaign, Daily News. In January, 1905, 2000 day's issue of less than 2,500.

Chicago, Alkaloidal Clinic, monthly. S. DeWitt Clough, adv. mgr. Guaranteed circulation 55,000 copies, reaching over one-fourth of the medical profession of America.

PRINTERS' INK.

Chicago. Bakers' Helper, monthly (\$2.00). H. R. Clisold. *Average for 1904, 4,100 (G.O.).*

Chicago. Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. *Actual average for 1903 67,380; 1904, 67,737.*

Chicago. Farmers' Voice. *Actual weekly average ending December, 1904, 25,052 (G.).*

Chicago. Grain Dealers Journal, s. mo. Grain Dealers Company. *Av. for 1904, 4,926 (G.O.).*

Chicago. Gregg Writer, monthly. Shorthand and Typewriting. *Actual average 1904, 15,750.*

Chicago. Journal Amer. Med. Assoc. *Wk. av. 1904, \$2,428. Oct., Nov., Dec., 1904, 34,814.*

Chicago. National Harness Rev. w. mo. *Av. for 1902, 6,291. First 5 mos. 1903, 6,250.*

Chicago. Record-Herald. *Average 1904, daily 145,761. Sunday 199,400. Average Jan. and Feb., 1905, daily 148,821. Sunday 202,098.*

Chicago. Retailers' Journal, monthly. Devoted to the grocery interest. *Guaranteed circulation 11,000. 38 La Salle St., Chicago.*

Kewanee. Star-Courier. *Av. for 1904, daily 3,290. w. 1,275. Daily 5 mos. '04, 3,296.*

La Salle. Ray-Promien, Polish, weekly. *Average 1905, 1,805.*

Peoria. Star, evenings and Sunday morning. *Actual average for 1904, d' 21,328. 3'y 9,957.*

INDIANA.

Evansville. Courier, daily and S. Courier Co., pub. *Av. of '03, 12,618 (24). Sworn av. '04, 12,684. Smith & Thompson, Sp. Rep., N.Y. & Chicago.*

Evansville. Journal-News. *Ar. '03, d'y 15,552; for '04, 14,050. E. Katz, S. A., N. Y.*

Gothen. Cooking Club, monthly. *Average for 1904, 26,571. A persistent medium, as housewives keep every issue for daily reference.*

Indianapolis. News, d. *Aver. net sales in 1904, 72,982. In February, 1905, 78,585.*

Indianapolis. Star. *Aver. net sales 1904 (all returns and unsold copies deducted), 88,274 (G.).*

Marion. Leader, daily. W. B. Westlake, pub. *Actual average for year 1904, 5,655.*

Muncie. Star. *Average net sales 1904 (all returns and unsold copies deducted), 28,731.*

Notre Dame. The Ave Maria, Catholic weekly. *Actual net average for 1904, 28,816.*

Richmond. Sun-Telegram. *Sworn ar. 1904, d. 8,761.*

South Bend. Tribune. *Sworn daily average 1904, 6,559. Sworn average for Feb., 6,888.*

Terre Haute. Star. *Av. net sales 1904 (all returns and unsold copies deducted), 31,288 (G.).*

INDIAN TERRITORY.

Ardmore. Ardmoreite, daily and weekly. *Actual for 1904, d. 2,068; w. 8,291.*

IOWA.

Davenport. Democrat and Leader. *Largest guar. city circ'ln. Sworn aver. Feb., 1905, 6,674.*

Davenport. Times. *Daily aver. 1904, 9,395. Daily aver. Feb., 1905, 10,071. Circ. greater than all other Davenport dailies combined.*

Decorah. Decorah-Posen (Norwegian). *Sworn av. circ'n, 1904, 40,874. Jan. 14, 1905, 41,226.*

Des Moines. Capital, daily. Lafayette Young publisher. *Actual average sold 1904, 56,858. Present circulation over 59,000.*

City circulation the largest of any Des Moines newspaper absolutely guaranteed. Only evening newspaper carrying advertising of the department stores. Carries largest amount of local advertising.

Des Moines. News, daily. *Actual average for 1904, 45,620. B. D. Butler, N. Y. and Chicago.*

Des Moines. Wallace a Farmer, w. Est. 1879. *Actual average for 1904, 86,811.*

Muscatine. Journal. *Daily av. 1904, 5,240. semi-monthly 8,089, daily, December, 5,907.*

Ottumwa. Courier. *Daily average for Dec. ember, 1904, 5,192. Tri-weekly average for Dec. ember, 1904, 7,975.*

Sioux City. Journal. *Dy. or. for 1904 (inorn) 21,784 av. for Dec., 1904, 25,805. Records always open. More readers in its field than of all other daily papers combined.*

Sioux City. Tribune, Evening. *Net sworn daily, average 1904, 24,678; Jan., 1905, 25,595.*

KANSAS.

Hutchinson. News, Daily 1904, 2,964. E. Katz, Agent, New York.

Topeka. Western School Journal, educational monthly. *Average for 1904, 7,808.*

KENTUCKY.

Lexington. Leader. *Aver. for 1904, afternoon 4,041, Sunday 5,597. E. Katz, Special Agent.*

Louisville. Evening Post, dy. Evening Post Co., pub. *actual average for 1903, 26,964.*

Paducah. News-Democrat. *Daily net av. 1903, 2,904. Yearending Dec. 31, 1904, 3,002.*

Paducah. The Sun. *Average for February, 1905 3,478.*

LOUISIANA.

New Orleans. The Southern Buck, official organ of Elkdom in La. and Miss. *Av. '04, 4,815.*

MAINE.

Augusta. Comfort, mo. W. H. Gannett, pub. *Actual average for 1904, 1,263,641.*

Bangor. Commercial. *Average for 1904, daily 8,991, weekly 28,857.*

Dover. Piscataquis Observer. *Actual weekly average 1904, 1,918.*

Levieston. Evening Journal, daily. *Aver. for 1904, 7,524 (G.O.), weekly 17,450 (G.O.).*

Phillips. Maine Woods and Woodsman, weekly. J. W. Brackett Co. *Average for 1904, 8,180.*

Portland. Evening Express. *Average for 1904, daily 12,166. Sunday Telegram, 8,476.*

MARYLAND.

Baltimore. News, daily. Evening News Publishing Co. *Average 1904, 58,784. For February, 1905, 63,280.*

MASSACHUSETTS.

Boston. Evening Transcript (G.O. & G.). *Boston's tea table paper. Largest amount of week day ad.*

Boston. Globe. *Average for 1904, daily, 194,702. Sunday, 294,386. "Largest circulation of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.*

Boston. Post. *Average for 1903, daily, 174,300; for 1904, 211,231. Boston Sunday Post, average for 1905, 160,431; for 1904, 172,644. Largest daily circulation for 1904 in all New England, whether morning or evening, or morning and evening editions combined. Second largest Sunday circulation in New England. Daily rate, 20 cents per agate line, flat, run-of-paper; Sunday rate, 25 cents per line. The best advertising propositions in New England.*

Boston. Traveler. *Av. 1904. 78,532. In 1905, 76,666. For 1904, daily circulation, \$1,055 copies.*

Reps.: Smith & Thompson, N. Y. and Chicago.

East Northfield. Record of Christian Work, mo. \$1. *Aver. for year endg Dec. 31, 1904, 26,256. Dec. 31, 1904, 20,664. Over 50 per cent paid subscriptions. Page rate, \$22.40 flat, pro rata.*

Glocester. Cape Ann News. *Actual daily average for 1904, 6,284; December, 1904, 6,181.*

North Adams. Transcript, even. *Daily average 1904, 5,895. Last 5 mos. 1904, 6,166.*

Springfield. Good Housekeeping, mo. *Aver. 1904, 171,017. No issue in 1905 less than 200,000 copies. All advertisements guaranteed.*

Worcester. Evening Post, daily. Worcester Post Co. *Average for 1904, 12,617.*

Worcester. L'Opinion Publique, daily (G.O.). *Average 1904, 4,732. Only French paper in United States on Roll of Honor.*

MICHIGAN.

Adrian. Telegram, dy. D. W. Grandon, Av. for 1904, 4,164. *Aver. for January, 1905, 4,547.*

Flint. Michigan Daily Journal. Aver. year end. Dec. 31, '04, 6,512 (*). Av. for Dec. 7, 282 (*).

Grand Rapids. Evening Press dy. Average 1904, 44,507.

Grand Rapids. Herald. *Average daily issue last six months of 1904, 28,661. Only morning and only Sunday paper in its field. Grand Rapids (pop. 100,000) and Western Michigan (pop. 700,000).*

Jackson. Press and Patriot. *Actual daily average for 1904, 6,665.* Av. for 1905, 7,226.

Kalamazoo. Evening Telegraph. *Last six mos. 1904, dy. 9,812. Dec. 10, 036, s.-to, 9,511.*

Kalamazoo. Gazette, daily, 1904, 10,811. Dec. 11, 087. *Largest circulation by 4,500.*

Saginaw. Courier-Herald, daily, Sunday Average 1903, 8,258; February, 1905, 11,040.

Saginaw. Evening News, daily. *Average for 1904, 14,516.* Feb., 1905, 15,118.

MINNESOTA.

Minneapolis. Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1904, 52,068.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis newspaper. 1904, *dy.* average 87,929; *last quarter of 1904 was 92,229; Sunday 71,221. Daily average for February, 1905, was 92,293 net.*

CIRCULATIN' *The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 40,000 daily. The Tribune is the recognized Want Ad paper of Minneapolis.*

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. *Aver. for 1904, 56,814.*

Minneapolis. Farm, Stock and Home, semi-monthly. *Actual average 1903, 73,854. Actual average 1904, 79,750.*

Minneapolis. Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis. Journal, daily. Journal Printing Co. Aver. for 1903, 57,039; 1904, 64,635; January, 1905, 67,598. Feb., 1905, 67,863.

Minneapolis. Journal, daily. *The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.*

St. Paul. Dispatch, dy. Aver. 1904, 58,086. January, 1905, 59,361. *ST. PAUL LEADING NEWSPAPER. W'y aver. 1904, 78,951.*

St. Paul. Globe, daily. Globe Co., publishers Actual average for 1904, 81,638.

St. Paul. News, daily. *Actual average for 1904, 36,204.* B. D. Butler, N. Y. and Chicago.

St. Paul. Pioneer-Press. *Actual average for 1904 85,090, Sunday 20,484.*

St. Paul. The Farmer, s.-mo. Rate, 35c per line, with discounts. *Circulation for year ending June, 1905, 81,500. Present average, 85,900.*

St. Paul. Volkszeitung. *Actual average 1904 dy. 12,685, w'y. 28,657. Sonntagsblatt 28,640*

Winona. Republican and Herald, daily. *Average year ending December, 1904, 4,316.*

MISSOURI.

Clinton. Republican. *W'y av. last 6 mos. 1904, 5,340. Dy. est. Apr., '04; av. last 6 mos. '04, 800.*

Joplin. Globe, daily. *Average 1904, 12,046. E. Katz, Special Agent, N.Y.*

Kansas City. Journal, dy and w'y. *Averages for 1904, daily 64,114, weekly 199,390.*

Kansas City. World, daily. *Actual average for 1904, 61,478. B. D. Butler, N. Y. & Chicago.*

St. Joseph. News and Press. *Act. daily aver. for 1904, 50,057. Smith & Thompson, East. Rep.*

St. Louis. Medical Brief, mo. J. J. Lawrence A.M., M.D., ed. and pub. *Av. for 1904, 41,402.*

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. *Average for 1904, 8,080 (G. O.). Eastern office, 59 Maiden Lane.*

St. Louis. National Farmer and Stock Grower, monthly. *Average for 1904, 68,588; averages for 1903, 106,625; average for 1904, 104,750.*

St. Louis. The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. *Proven average for 1905, 1,345,511. Actual proven average for 12 months 1,611,988. Every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.*

NEBRASKA.

Lincoln. Deutsch-American Farmer, weekly. *Average year ending June, 1904, 149,308.*

Lincoln. Freie Pres, weekly. *Actual average for year ending June, 1904, 152,055.*

Omaha. Den Danske Pioneer, w'y. Sophus F. Neble Pub. Co. *Average for 1904, 51,628.*

Omaha. News, daily. *Actual average for 1904, 41,759. B. D. Butler, New York and Chicago.*

NEW HAMPSHIRE.

Nashua. Telegraph, dy. and w'y. *Daily aver. 10 mos. '04, 2,870; October, '04, 3,169.*

NEW JERSEY.

Camden. Daily Courier. *Est. 1876. Net aver. circulation for 4 mos. end. Dec. 31, 1904, 8,687.*

Clayton. Reporter, weekly. A. F. Jenkins, Pub. *Actual average for 1904, 2,411.*

Hoboken. Observer, daily. *Actual average 1902, 18,097; Sept., 1903, 22,751.*

Jersey City. Evening Journal. *Average for 1904, 21,106. Last 3 mos. 1904, 21,816.*

Newark. Evening News. *Evening News Pub. Co. Av. for February, 1905, 159,099.*

Newmarket. Advertisers' Guide, mo. Stanley Day, publisher. *Average for 1903, 5,125.*

Washington. Star, w'y. *Sworn av. '03, 8,759. Sworn aver. '04, 8,981. More actual subs. than any five other Warren Co. papers.*

NEW YORK.

Albany. Journal, evening, Journal Co. *Daily average for 1904, 18,238.*

Albany. Times-Union, every evening. *Estab. 1856. Average for 1904, 80,487.*

Batavia. News, evening. *Average 1903, 6,437. Average 1904, 6,707.*

Binghamton. Evening Herald, daily. *Herald Co. Average for first three months 1904, 16,210.*

Buffalo. Courier, morn.; Enquirer, even. W. J. Conners. *Aver. for 1904, morning 50,946; evening 82,702; Sunday average 78,584.*

Buffalo. Evening News. *Daily average 1904, 88,457.*

Catskill. Recorder, weekly. Harry Hall, editor. *1904 av. 5,626. Av. December, 5,751.*

Cortland. Democrat, Friday. *Est. 1840. Aver. 1904, 2,296. Only Dem. paper in county.*

Lyons. Republican, established 1821. Chas. H. Betts, editor and prop. *Circulation 1903, 2521.*

Mount Vernon. Daily Argus. *Average 1904, 2,915. Westchester County's leading paper.*

Newburgh. News, daily. *Av. for 1904, 4,722. 3,000 more than all other Newburgh papers combined.*

New York City.

American Machinist, w'y., machine construction. (Also European edition.) Average 1904, 20,159.

Army & Navy Journal. Est. 1883. Actual weekly average for 52 issues, 1904, 9,871 (G). Only Military paper awarded "Gold Marks."

Baker's Review monthly. W. H. Gregory Co., publishers. Actual average for 1904, 4,900.

Benziger's magazine, family monthly. Benziger Brothers. Average for 1904, 87,045, present circulation, 56,000.

Clipper, weekly (Theatrical). Frank Queen, Pub. Co., Ltd. Aver. for 1903, 26,912 (G) (659).

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1904, 7,298.

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1904, 7,263 (G).

Forward, daily. Forward Association. Average for 1904, 45,241.

Four-Track News, monthly. Actual av. paid for six months ending March, 1905, 111,666. April edition guaranteed 120,000.

Haberdashier, mo. est. 1881. Actual average for 1904, 7,000. Binders' affidavit and Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1904, average issue, 17,500 (G). D. T. MALLETT, Pub., 233 Broadway.

LeSelle's Weekly. Actual over year end, Aug. 1904, 69,077 (2). Pres. av. over 75,000 weekly.

LeSelle's Monthly Magazine, New York. Average circulation for the past 12 months, 242,946. Present average circulation, 260,169.

Music Trade Review, music trade and art weekly. Average for 1904, 5,509.

National Provisioner, weekly. Packing houses, butchers, cotton seed oil, etc. 1905 av. cir. 6,492.

Pocket List of Railroad Officials, qly. Railr'd & Transp. Av. 1903, 17,992; April, 1904, 19,728.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, 11,001. Actual weekly average for 1904, 14,-918. Actual gain over 1903, 3,917.

The People's Home Journal, 525,166 monthly, Good Literature, 452,883 monthly, average circulation for 1904—all to paid-in-advance subscribers. F. M. Lupton, Publisher.

The Wall Street Journal. Dow, Jones & Co. publishers. Daily average 1904, 11,987.

The World. Actual av. for 1904, Morn., 202,823; Evening, 279,153; Sunday, 455,484.

Rochester, Case and Comment, mo. Law. Av. for 1904, 30,000; 2 years' average, 30,108.

Schenectady, Gazette, daily. A. N. Lioy. Average for 1904, 9,997. Actual average for 1905, 11,623, 1904, 12,574.

Syracuse, Evening Herald, daily. Herald Co. pub. Aver. 1904, daily 35,648, Sunday 59,161.

Utica, National Electrical Contractor, mo. Average for 1904, 3,635.

Utica, Pres. daily. Otto A. Meyer, publisher. Average for 1904, 14,879.

Warsaw, Western New-Yorker. Smallest bona fide issue since Oct. 1, 1904, was 5,000 copies.

NORTH CAROLINA.

Charlotte Observer. North Carolina's foremost newspaper. Actual daily over 1904, 6,145; Sunday, 8,408, semi-weekly, 4,496.

Raleigh, Biblical Recorder, weekly. Average 1904, 8,872. Average 1904, 9,756.

NORTH DAKOTA.

Grand Forks, Herald, dy. av. for April, 1904; 5,362. Will guar. 6,000 for year. N. Dakota's BIGGEST DAILY. La Cote & Maxwell, N. Y. Rep.

Grand Forks, Normandien, weekly. Av. for 1903, 6,451. Guar. 6,700 after Nov. 1, 1904.

OHIO.

Akron, Beacon Journal. Average 1903, 8,208; N. Y., 525 Temple Court. Av. Nov., 1904, 10,708.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1904, 79,460; Sunday, 68,198. 1905, 79,512 daily; Sunday, 67,962.

Springfield, Press Republic. Av. 1904, 10,286; Feb., '05, 10,338. N. Y. office, 525 Temple Court.

Washington Court House, Fayette Co. Record, weekly. Actual average 1903, 1,775.

Youngstown, Vindicator. Dy. av. '04, 19,020. La Cote & Maxwell, N. Y. & Chicago.

Zanesville, Signal, daily, reaches S. E. Ohio. Guarantees 5,000. Average six mos. 1904, 5,314.

Zanesville, Times-Recorder. Shows average 1904, 10,255. Guaranteed double nearest competitor and 50% in excess combined competitors.

OKLAHOMA.

Guthrie, Oklahoma Farmer, weekly. Actual average 1904, 58,898.

Guthrie, Oklahoma State Capital, dy. and w'y. Aver. for 1903, daily 20,062, weekly 25,000. Year ending July 1, '03, dy. 19,868; w'y. 25,119.

Oklahoma City, The Oklahoman. 1904 avr., 10,44; Jan., '05, 18,328. E. Katz, Agent, N. Y.

OREGON.

Portland, Evening Telegram, dy. (ex. Sun.) Average circulation during 1904, 31,371.

Portland, Oregon Daily Journal. Actual average for February, 19,695; actual average during 1904, 15,304.

PENNSYLVANIA.

Chester, Times, evg. d'y. Average 1904, 7,939. N. Y. office, 230 B'way. F. R. Northrup, Mgr.

Erie, People, weekly. Aug. Kienko, Mgr. Average 1904, 8,052.

Erie, Times, daily. Aver. for 1904, 14,257. Feb., 1905, 15,264. E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph. Dy. shows av. Dec '04, 11,726. Largest circ. in Harrisburg guard'd.

Philadelphia, American Medicine, w'y. Av. for 1904, 19,521. Av. March 1905, 18,387.

Philadelphia, German Daily Gazette. Average circulation 1904, daily 49,088. Sunday 37,298. Shows statement. Civ. books open.

Philadelphia, Press. Daily average per ending Dec. 31, 1904, 118,342 net copies sold.

Philadelphia, Farm Journal, monthly. William Atkinson Company, publishers. Average for 1904, 595,880. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription:

"Awarded June 25th, 1907, by
Printers' Ink, to
Schoolmaster in the Art of
Advertising, to the Farm
Journal. After a canvassing
of merits extending over a
period of half a year, that paper, among all
those published in the United States, has been
pronounced the one that best serves its purpose
as an educator and counselor for the agricultural
population, and as an effective and economical
medium for communicating with them
through its advertising columns."

Philadelphia, Sunday School Times, weekly. Average for 1904, 92,518. Send for rates to The Religious Press Association, Philadelphia.

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of February, 1904:

1	210,597	15	294,183
2	200,597	16	282,916
3	205,495	17	282,916
4	205,933	18	285,071
5		19	Sunday
6		20	219,183
7		21	222,657
8	200,864	22	204,919
9	200,910	23	222,304
10	213,001	24	220,041
11	215,831	25	223,068
12		26	Sunday
13		27	219,756
14	214,677	28	219,000

Total for 24 days, 5,183,287 copies.

NET AVERAGE FOR FEBRUARY,

215,136 copies per day

The BULLETIN's circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

W. L. MCLEAN, Publisher.

PHILADELPHIA, March 4th, 1905.

In Philadelphia there are over 230,000 homes. THE BULLETIN's circulation, which during the month of February averaged 215,136 copies per day, goes each evening into a majority of these homes.

The Evening Telegraph

READ EVERYWHERE IN
PHILADELPHIA.

February Circulation

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of February, 1905:

1	144,816	16	147,049
2	143,965	17	151,229
3	144,103	18	147,813
4	144,287	19	Sunday
5		20	146,697
6	144,056	21	151,867
7	144,370	22	146,642
8	143,605	23	148,466
9	145,481	24	146,284
10	145,981	25	147,373
11	145,150	26	Sunday
12	150,766	27	151,466
13	143,568	28	149,558
14		29	
15	147,988	30	

Total for 24 days..... 3,529,000

NET AVERAGE FOR FEBRUARY

147,040 copies per day

BARCLAY H. WARBURTON, President.
Philadelphia, March 6, 1905.

Philadelphia, The Grocery World. Actual average year ending August, 1904, 11,741.

Pittsburg, Labor World, w. Av. 1904, 22,618. Reaches best paid class of workers in U.S.

Pettaville, Evening Chronicle. Official county organ. Daily average 1904, 6,648.

West Chester, Local News daily. W. H. Hodgson. Average for 1903 15,168.

Williamsport, Grit. America's Greatest Weekly. Net paid average 1904, 192,758. Smith & Thompson, Reps., New York and Chicago.

York, Dispatch, daily. Average for 1904, 8,974. Enters two-thirds of York homes.

RHODE ISLAND.

Pawtucket, Evening Times. Average daily for 1904, 16,250 copies.

Providence, Daily Journal, 17,290 (00). Sunday, 30,486 (00). Evening Bulletin 27,856 average 1904. Providence Journal Co., pub.

Westerly, Sun. Geo. H. Utter, pub. Average 1904, 4,480. Only daily in So. Rhode Island.

SOUTH CAROLINA.

Charleston, Evening Post. Actual dy. aver. for fourth 3 months 1904, 4,008.

Columbia, State. Actual average for 1904, daily 8,164 copies (00) per issue; semi-weekly 2,251, Sunday 9,417 (00). Act. aver. for last six months of 1904, daily 8,626; Sunday 9,912.

IS The absolute correctness of the latest circulation rating accorded the Columbia State is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

TENNESSEE.

Chattanooga, Crabtree's Weekly Press. Average November and December, 47,044 (00).

Knoxville, Sentinel. Average 1904, 11,483. Carries bulk Knoxville advertising.

Memphis, Commercial Appeal, daily, Sunday, weekly. Average 1904, daily 58,956; Sunday 47,042, weekly 86,540 (00). Smith & Thompson, Reps., N. Y. & Chicago.

Nashville, Banner, daily. Aver. for year 1903, 18,772; for 1904, 20,708. Only Nashville daily eligible to Roll of Honor.

TEXAS.

Denton, Record and Chronicle, Daily av. 8,816. Weekly av. 2,775. The daily and weekly reach nearly 80 per cent of the tax paying families of Denton county.

El Paso, Herald. Dy. av. 1904, 4,911; Dec. 1904, 4,485. Merchants' canvass showed Herald in 50 per cent of El Paso homes. Only El Paso daily paper eligible to Roll of Honor.

Paris, Advocate, dy. W. N. Furey, pub. Actual average, 1903, 1,227; 1904, 1,851.

VERMONT.

Barre, Times, daily. F. E. Langley. Aver. 1904, 8,161.

Burlington, Free Press. Daily av. '03, 5,566. '04, 6,682. Largest city and State circulation, Examined by Assoc'n of American Advertisers.

Burlington, Daily News, evening. Actual daily average 1904, 6,018; last 6 mos., 6,625; last 3 mos., 7,024; last month, 7,847.

VIRGINIA.

Norfolk, Dispatch, daily. Sworn average for 1902, 6,098; for 1903, 7,482; for 1904, 9,481; January, 1905, 8,858; February, 10,648.

Richmond, News Leader, afternoons. Actual daily average 1904, 8,575 (see American Newspaper Directory). It has no equal in pulling power between Washington and Atlanta.

Richmond, Times-Dispatch, morning. Actual daily average year ending Dec., 1904, 20,172. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Seattle, Times. Actual aver. circulation Oct. Nov. and Dec., 1904, 57,890 daily, 45,450 Sunday. By far largest daily and Sunday in State.

Tacoma, Ledger. Dy. av. 1904, 14,564; Sy. 18,475; w. 9,524. Aver. 4 mos., ending Jan. 31, 1905, Dy. 14,694, Sy. 18,814. S. C. Beckwith, rep., Tribune Bldg., N. Y. & Chicago.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Hornor, pub. Average for 1904, 2,520 (1904).

Wheeling, News. Daily paid circ'n 9,707. Sunday paid circ'n 10,829. For 12 months up to April 1, 1904. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

La Crosse. Leader-Press, evening. *Actual average for 1904, 6,576. Average Dec., 1904, 6,538.*

Milwaukee. Evening Wisconsin, d'y. Avg. Wisconsin Co. *Average for 1904, 26,201; for January, 1905, 26,839. February 27, 814 (G.G.).*

Milwaukee. Germania-Abendpost, d'y. *Av. for year end'g Feb., '04, 25,876; av. Feb., '04, 24,562.*

Milwaukee. Journal, daily. *Journal Co., pub. Fr. end. Dec., 1904, 87,170. Feb., 1905, 88,776.*

Oakland. Northwestern, daily. *Average for 1904, 7,281. December, 1904, 7,426.*



Wisconsin Agriculturalist. Racine, Wis. *Established 1877. Average for 1903, weekly, 58,181. " 1904, " 57,254. Only Wisconsin paper whose circulation is guaranteed by the American Newspaper Directory. Advertising, #2.80 per inch.*

WYOMING.

Cheyenne. Tribune. *Actual daily average for 1904, 5,986.*

Rock Springs. Independent. *Weekly average for 1903, 1,055. First eight months 1904, 1,582.*

BRITISH COLUMBIA.

Vancouver. Province, daily. *W. C. Nichol, publisher. Average for 1904, 7,426; average for February, 1905, 8,649.*

Victoria. Colonist, daily. *Colonist P. & P. Co. Average for 1903, 5,695; June, 1904, 4,805.*

MANITOBA. CAN.

Winnipeg. Der Nordwesten, Western Canada's German newspaper, covers the entire German-speaking population—its exclusive field. *Average for 12 months ending June 30, 1904, 10,798.*

Winnipeg. Free Press, daily and weekly. *Average for 1904, daily, 25,693; weekly, 15,801. Daily, February, 1905, 27,704.*

NEW BRUNSWICK, CAN.

St. John. Star. *Actual daily average for September, 1904, 6,506.*

NOVA SCOTIA, CAN.

Halifax. Herald (G.G.) and Evening Mail. *Star circulation exceeds 16,000. Flat rate.*

ONTARIO, CAN.

Toronto. Canadian Implement and Vehicle Trade, monthly. *Average for 1904, 6,000.*

Toronto. Evening Telegram. *Daily, aver. 1904, 51,884. Perry Lukens, Jr., N.Y. Repr.*

Toronto. Star, daily. *Average last 4 mos., 86,002; for February, 87,554. Largest circulation of any evening paper published in Ontario.*

Toronto. The News. *Average for four months ending February 28, 1905, 87,711 daily. Certified by The Advertisers Bureau of Circulation Examinations. The largest circulation of any evening paper published in Ontario.*

QUEBEC, CAN.

Montreal. Herald, daily. *Est. 1868. Actual aver. daily 1904, 25,550; weekly, 18,886.*

Montreal. Journal of Agriculture and Horticulture. *Semi-monthly. Average 1904, 61,427.*

Montreal. La Presse. *La Presse Pub. Co., Ltd., publishers. Actual average 1904, daily, 80,259; (Saturdays, 86,000); March, 1905, 85,946.*

Montreal. Le Canada. *Actual average 1904—daily, 19,287; weekly, 18,757.*

Montreal. Star, d'y. & w'y. *Graham & Co., Av. for '03, d'y. 55,127. w'y. 122,269 (145). Six mos. end. May 31 '03, d'y. av. 55,147. w'y. 122,157.*

Only a very small number of papers listed in Rowell's American Newspaper Directory are accorded the gold-marks of quality (G.G.), and only a few of those who enjoy the much coveted marks make this fact persistently known. These may be observed on page 29 of this issue. A two-line ad in this department costs \$20.80 per year, payable quarterly, or \$18.72 net if wholly paid in advance. It seems no publisher enjoying these marks (G.G.) ought to neglect to make the fact known to the readers of PRINTERS' INK—who constitute the advertisers of this country.

(○○) GOLD MARK PAPERS (○○)

(○○) Advertisers value these papers more for the class and quality of their circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ○.—*Webster's Dictionary*.

Out of a grand total of 23,825 publications listed in the 1904 issue of Rowell's American Newspaper Directory, one hundred and nine are distinguished from all the others by the so-called gold marks (○○), the meaning of which is explained above.

Advertisement under this classification, from publications having the gold marks in the Directory, cost 30 cents per line per week, two lines (the smallest advertisement accepted) cost \$20.00 for a full year, 10 per cent discount, or \$18.72 per year spot cash, if paid wholly in advance.

WASHINGTON, D. C.

THE EVENING STAR (○○), Washington, D. C. Reaches 90% of the Washington homes.

ILLINOIS.

TRIBUNE (○○). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

BAKERS' HELPER, (○○) Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

MASSACHUSETTS.

BOSTON PILOT (○○), every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

BOSTON EVENING TRANSCRIPT (○○), established 1830. The only gold mark daily in Boston.

MICHIGAN.

Grand Rapids, Furniture Record (○○). Only national paper in its field.

MINNESOTA.

THE NORTHWESTERN MILLER (○○) Minneapolis, Minn.; \$5 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (○○).

NEW YORK.

THE POST EXPRESS (○○), Rochester, N. Y. Best advertising medium in this section.

ENGINEERING NEWS (○○).—The leading engineering paper in the country.—*Press, Cleveland*.

VOGUE (○○), the authority on fashions. Ten cents a copy; \$4 a year. 364 6th Ave., New York.

HARDWARE DEALERS' MAGAZINE. In 1904, average issue, 17,500 (○○). D. T. MALLETT, Pub., 253 Broadway, N. Y.

NEW YORK HERALD (○○). Whoever mentions America's leading newspapers mentions the New York HERALD first.

THE NEW YORK TIMES (○○), Times Square. "All the news that's fit to print." Net circulation in metropolitan district exceeding 100,000 copies daily.

ELECTRICAL WORLD AND ENGINEER (○○). Established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

BUFFALO COMMERCIAL (○○). Desirable because it always produces satisfactory results.

CENTURY MAGAZINE (○○). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (○○). daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

OHIO.

CINCINNATI ENQUIRER (○○). Great—-influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y. Chico.

PENNSYLVANIA.

THE PITTSBURG DISPATCH (○○), a home delivered circulation among those of all classes with money to buy.

THE PUBLIC LEDGER (○○), the only newspaper admitted into thousands of Philadelphia homes. "Philadelphia's landmarks: Independence Hall and Public Ledger." Circulation growing faster than for 50 years; leader in Financial Educational, Book, Real Estate, Auction, and all other classified advertising that counts.

SOUTH CAROLINA.

THE STATE (○○), Columbia, S. C., reaches every part of South Carolina.

VIRGINIA.

NORFOLK LANDMARK (○○) the recognized medium in its territory for investors and buyers. Holds certificate from the Association of American Advertisers of bona fide circulation. If you are interested, ask to see voluntary letters from advertisers who have gotten splendid results from LANDMARK.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (○○), one of the Golden Dozen Newspapers.

CANADA.

THE HALIFAX HERALD (○○) and the EVENING MAIL. Circulation exceeds 16,000, flat rate.

THE TORONTO GLOBE (○○)

Canada's National Newspaper. United States representatives, BRIGHT & VERREE, New York and Chicago. Sworn circulation 1904, 51,251.

A RECENT rate card from the *Daily Mail*, Lowell, Mass., also gives concise statistics of that city's population and municipal prosperity.



THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a **YEARLY** contract, two lines (the smallest advertisement accepted) cost \$20.80 for a full year, ten per cent discount, or \$18.72 spot cash, if paid wholly in advance.

CALIFORNIA.

THE TIMES prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest.

Rate—ONE CENT A WORD FOR EACH INSERTION; minimum charge 25 cents. Sworn daily average for year 1904, 37,702 copies. Sunday circulation regularly exceeds 61,000 copies.

COLORADO.

THE Denver Post, Sunday edition, March 19, 1905, contained 4,565 different classified ads. a total of 101 7/10 columns. The Post is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., **RECORD** covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DELAWARE.

WILMINGTON people use the **EVENING JOURNAL** for "Want ads." Foreign advertisers can safely follow the home example.

IN Delaware the only daily paper that guarantees circulation is "Every Evening." It carries more classified advertising than all the other Wilmington papers combined.

DISTRICT OF COLUMBIA.

THE Washington, D. C., EVENING STAR (©) carries DOUBLE the number of WANT ADS of any other paper in Washington and more than all of the other papers combined.

MAKE COMPARISON ANY DAY.

ILLINOIS.

PEORIA (Ill.) **JOURNAL** reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

NEARLY everybody who reads the English language in, around or about Chicago, reads the **DAILY NEWS**, says the *Post-office Review*, and that's why the **DAILY NEWS** is Chicago's "want ad" directory.

INDIANA.

THE Indianapolis News during the year 1904 printed 125,397 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 273,730 separate paid Want ads during that time.

THE MUNCIE STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

THE MARION LEADER is recognized as the best result getter for want ads.

THE Star League, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR; general offices, Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

THE Indianapolis STAR is the Want ad medium of Indianapolis. It printed during the year of 1904 591,313 lines of Want ads. During the month of December the STAR printed 17,335 lines of classified financial advertising. This is 4,275 lines more than published by any other in Indianapolis newspaper for the same period. The **News** in December, 1904, printed 15,115 lines; the **Serials**, 4,516 lines; and the **Star**, 2,639 lines. The Indianapolis STAR accepts no classified advertising free. The rate is one cent per word.

THE Terre Haute STAR carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

IOWA.

THE Des Moines CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week. Saturday the big day.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

25 CENTS for 30 words, 5 days. **DAILY ENTERPRISE**, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.

THE BOSTON TRAVELER publishes more Want advertising than any other exclusively evening paper in its field, and every advertisement is paid for at the established rates.

BOSTON GLOBE, daily and Sunday, in 1904, carried 141,355 more "Want" ads than any other Boston paper. It printed a total of 417,226 classified advertisements, and every one of them was paid for at the regular card rate, and there were no trades, deals or discounts.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 11,000; 1c. word; 1/2c. subsequent.

MINNESOTA.

THE Minneapolis JOURNAL carried over fifty six per cent more Want ads during February, 1905, than any other Minneapolis daily. No free Wants and no objectionable Wants. Circulation 1903, 57,059; 1904, 64,333; January, 1905, 67,598; February, 1905, 67,363.

THE ST. PAUL DISPATCH is the leading "Want" medium in the Northwest, read and relied upon by everybody in its city and territory; more paid circulation than the other St. Paul dailies combined; brings replies at smallest cost. Circulation 1904—58,036; now 59,501.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 92,000 subscribers, which is 25,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other newspaper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want ads or the amount in volume.

MISSOURI.

THE JOPLIN GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 1c.

THE KANSAS CITY JOURNAL (every morning including Sunday), one of the recognized Want ad mediums of the United States; 21 to 35 columns paid Wants Sunday; 7 to 10 columns daily. Rate, 1 cent a word.

MONTANA.

THE ANACONDA STANDARD is Montana's great "Want Ad" medium; 1c. a word. Average circulation (1904), 11,259; Sunday, 13,756.

NEBRASKA.

THE LINCOLN DAILY STAR, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 19,000 daily. Rates: 1 cent per word. Sunday will receive extra insertion in Saturday afternoon edition if copy is received in time. **DAILY STAR**, Lincoln, Neb.

NEW JERSEY.

NEWARK, N. J., FREIE ZEITUNG (Daily and Sunday) reaches buck of city's 100,000 German population. One cent per word; 8 cents per month.

ELIZABETH DAILY JOURNAL covers population of 65,000. Largest circulation. Brings results. Only "Want" medium. Cent a word.

NEW YORK.

THE POST-EXPRESS is the best afternoon Want ad-medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y., Great West Want ad medium in Westchester County.

IN BINGHAMTON THE LEADER carries largest patronage; hence pays best. **BECKWITH**, N. Y.

BUFFALO NEWS with over 87,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

OHIO.

IN ZANESVILLE THE TIMES-RECORDER prints twice as many Want Ads as all the other papers.

THE ZANESVILLE SIGNAL reaches 64 towns in S. E. Ohio, also 68 rural routes; 1c. a word net.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

THE MANSFIELD NEWS published daily more Want ads than any other 20,000 population newspaper; 20 words or less 3 consecutive times or less, 1c.; one cent per each additional word.

OKLAHOMA.

THE OKLAHOMA, Okla. City, 9,401. Publishes more Wants than any four Oklahoma competitors.

PENNSYLVANIA.

WILKES-BARRE (Pa.) TIMES. Circulation over 11,000 daily. Classified rate, 5 cents a line.

THE CHESTER, Pa., TIMES carries from two to five times more classified ads than any other paper.

PHILADELPHIA:

THE BULLETIN.

Net paid daily average circulation for February:

215,136 copies per day.

"In Philadelphia nearly everybody reads 'The Bulletin.'"

(See Roll of Honor.)

SOUTH CAROLINA.

THE COLUMBIA STATE (SC) carries more Want ads than any other S. C. newspaper.

VERMONT.

THE BURLINGTON DAILY NEWS is the popular paper and the Want medium of the city. Reaches twice as many people as any other and carries more Want ads. Absolutely necessary to any advertiser in Burlington territory.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va., largest circulation by long odds (28,575 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified ads., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

WISCONSIN.

NO paper of its class carries as many Want ads as the **EVENING TELEGRAM**, of Superior, Wisconsin.

JANESVILLE GAZETTE, daily and weekly, reaches 6,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates: Want Ads—daily, 3 lines 3 times, 25c.; weekly, 5c. line. Big results from little talk.

CANADA.

THE HALIFAX HERALD (NO) and the **MAIL-NOV** Scotia's recognized Want ad mediums.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 85,500, Saturday 105,000). Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE TORONTO DAILY STAR is necessary to any advertiser who wants to cover the Toronto field. Carries more general advertising than any other Toronto paper. Sworn daily average circulation, February, '03, 37,552.

THE MONTREAL DAILY STAR carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

A PARTICULAR feature of the Toronto **EVENING TELEGRAM**'s classified advertisements is that they are all true to their headings; there are no fake, improper or doubtful advertisements accepted. This gives the public perfect confidence in them, and next to the large circulation is perhaps the greatest reason why they bring such splendid results to the advertisers.

THE WINNIPEG FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

BRITISH COLUMBIA.

THE VICTORIA COLONIST covers the entire province of British Columbia (branch office in Vancouver). More "WANT" ads appear in the **SUNDAY COLONIST** than in any other paper west of Winnipeg. One cent a word each issue. Sample copies free.

The Detroit

DAILY AND SUNDAY

GUARANTEES absolutely the largest
daily newspaper in the city of Detroit.

GUARANTEES that its Sunday issue
has a circulation 25 per cent. larger
than any other newspaper in the city of Detroit and the

GUARANTEES that its circulation is
over 60,000 copies Sunday.

THE TRIBUNE will gladly pay the
commission on any advertisement placed in the

Detroit Tribune

AND SUNDAY.

largest morning circulation of any
of Detroit and the State of Michigan.

ay issue, The Detroit News Tribune,
nt. larger than any other Sunday news-
c and the State of Michigan.

ation is over 30,000 copies daily and

ay the expense of a thorough investi-
agent desiring to verify these claims.

RALPH H. BOOTH,
Publisher.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES.

Advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG,
Editor and Manager.

OFFICES: No. 10 SPRUCE St.
London Agent, F.W. Sears, 50-52 Ludgate Hill, EC

NEW YORK, MAR. 29, 1905.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

THE VALUE OF PRINTERS' INK TO THE SOLICITOR.

It doesn't matter what an advertising solicitor represents, so long as it is a legitimate advertising medium—newspaper, magazine, street cars or billboards. If it is a good medium of its kind, it must be good for many advertisers who are not using it, and for many business men who have never advertised at all. The point in soliciting is to get these outsiders in, and the most direct way of doing that is to show them how they can go into that particular medium most profitably. Years ago—and yet not so many years ago either—the advertising solici-

tor went after new business on the principle that advertising was an excellent thing which every business ought to have. He didn't make very many distinctions as to the particular kind of advertising that any given business ought to adopt. Advertising was a general good thing rather than a specific one then, and not many solicitors knew how to cut it to fit the business—one kind of advertising for a grocery store and another for the match trust.

* * *

But times have changed and with them methods. To-day the capable advertising solicitor not only knows how to lay out a sensible campaign for widely different lines of business, but is looked upon as something of an authority by the most discerning advertisers. They admit the potency of advertising, and are concerned only with the way to do it best and to improve their present methods. The solicitor is going around in that important place that no business man feels that he devotes enough time to—the "outside." He must see many different business methods, and do a good deal of thinking. Therefore, the advertiser wants to know what he thinks and sees—wants his views in general and his suggestions—wants help. Generalities have dropped into the limbo of the past, and the most successful solicitor is the one that has definite advice to offer. This sort of solicitor is welcome everywhere nowadays, and just on the chance of seeing him, and in the fear of turning him away when he does show up, a good many hundreds of advertisers take the risk of being bored by the solicitor who, hasn't any suggestions to offer.

* * *

The value of PRINTERS' INK to the solicitor who thinks and suggests—the successful modern advertising promoter—is that it is persistently and omnipresently on the "outside" to a far greater extent than any one human being can ever be. In the general advertising field, the retail field, the mail-order and agricultural fields, the trade journal and manufac-

turing fields, and many other branches of advertising, it reports what the most progressive concerns are doing. It deals with all the mediums, and with hundreds of different business and advertising propositions annually. It analyzes mediums, men and methods. It deals with all the phases of advertising from copy to follow-up and store management, and is in every sense so pertinent "a journal for advertisers" that any advertiser who reads it regularly, no matter what his problem, is sure to get direct help from it.

* * *

But for every suggestion in a copy of *PRINTERS' INK* that an advertiser can use there are twenty that can be used by an advertising solicitor. An advertiser is concerned with one business, usually. The advertising solicitor has all business for his province. An article on advertising shoe laces isn't of much value to the manager of a delicatessen shop. But an article on either of these subjects is of direct use to a newspaper solicitor, because one will teach him how to suggest better copy for some delicatessen shop already advertising with him, while the other will enable him to outline a plan to interest a manufacturer of shoe laces. If the articles he reads in *PRINTERS' INK* do not touch directly on the problem of some advertiser who is already in his medium, then they are likely to be of more value than if they did, for he can read, digest and go out to secure advertising from some business in that very line, and make it pay the advertiser from the start.

* * *

The aim of *PRINTERS' INK* and that of the intelligent advertising solicitor are identical. Each is promoting advertising. But there is this difference, that while the Little Schoolmaster gathers information about methods and prints it for the benefit of anybody who can use it, the advertising solicitor works chiefly by applying those very methods to advertisers in his own field. *PRINTERS' INK* can suggest to him not only methods for advertising lines of business not

as yet advertised in his locality, but also for advertising in different styles two or more firms in the same line—often more valuable as a sort of suggestion in the daily newspaper field than indicating new converts to be made.

* * *

These considerations of the value of *PRINTERS' INK* to the solicitor are but a few of many others that might be made. An active, thinking, successful solicitor will make his own, and each issue of *PRINTERS' INK* will have for him far more suggestions than he can use, unless some way is found of extending the present allotment of twenty-four hours to the day. At the present low subscription price of *PRINTERS' INK* no solicitor can afford to be without it.

A GROWING YOUNGSTER.

The *Billboard*, a theatrical weekly published at 424 Elm street, Cincinnati, O., will advance its advertising rate to fifteen cents a line on May 1, 1905. The *Billboard* is a weekly journal chronicling advance news and dates of fairs, street fairs, carnivals, conventions, conclaves and festivals. It was established in 1894 and asserts a circulation of 25,187 copies for its issue of March 18, 1905.

The care with which Rowell's *American Newspaper Directory* is edited, the inflexibility of its methods, the opportunity for exact knowledge enjoyed by its publisher, and the comprehensive scheme of the work, make it almost indispensable to the general advertiser. — *Artemas Ward, Publisher of Fame, New York.*

THE books and records of the *News*, Mansfield, Ohio, were recently examined by the Advertisers' Bureau of Circulation Examinations, New York, and a certificate issued testifying to a net circulation for the year 1904 of 4,360 copies per day.

A HANDSOME booklet treating of the service offered by its exchange department is sent out by the Aeolian Company, New York. The advantages of the service are cleverly utilized to advertise the company's new Pianola Piano and Orchestrelle.

THE circulation of a newspaper, daily or weekly, may be assessed as personal property, in the opinion of the attorney-general, the value to be determined in the usual way by assessors. The opinion was given in response to an inquiry from an assessor in the State of Washington.

EVERY publisher, or every advertising agency that employs solicitors should see that the latter read the special articles on soliciting which appear in this issue of PRINTERS' INK, and no solicitor who wants to be well posted in his vocation should fail to read the Little Schoolmaster every week.

ALL advertising problems and principles simmer down to a knowledge of human nature, and for this reason the contact with people gained in retail advertising is the most valuable asset one can possess in publicity. If a man knows retail methods he has the basis of all forms of publicity.

SAN FRANCISCO "BULLETIN'S" LARGE CONTRACT.

The San Francisco *Bulletin* closed with the Prager department store, of that city, the largest contract for advertising space ever secured by a daily paper west of Chicago. It calls for nearly half a million agate lines to be used during the current year. This announcement appeared in the *Bulletin* on March 6, 1905.

MESSRS. PAYNE & YOUNG, 105 Potter Building, New York, are the foreign advertising representatives of the Quincy, Ill., *Journal and the Port Huron, Mich., Herald.*

MR. R. R. MAMLOK, formerly connected with the New York *Magazine of Mysteries*, has been appointed advertising manager of *Tales*, formerly known as *Tales from Town Topics*, which in the future is to be published monthly in magazine form.

THE MONTREAL "STAR."

The contracts for advertising in the Montreal *Star* for the month of December, 1904, over December, 1903, showed an increase of two hundred per cent. For a city like Montreal, with less than 400,000 population, these figures seem phenomenal.

A TOUCHING FAREWELL.

The editor of the Gibson County (Tenn.) *News* announces the death of his paper in the following touching lines: "With this issue the Gibson County *News* will be numbered with the things that were; it will cease to exist; it will be no more forever. It does not die in the noonday of existence, nor in hoary age, but in life's green spring, being only about nine months of age."

We shall hardly know how to get along without Rowell's American Newspaper Directory. We regard it by all odds the most complete and reliable guide that the advertiser can make use of; in fact, we use no other.—R. V. Pierce, President *World's Dispensary Medical Association*, Buffalo, N. Y.

WOULD the suggestion, to name a particular brand or pattern of shoe "The Governor" be considered undignified by Governor Douglas of Massachusetts?

TWO ONLY.

So far, there will be only two publications in the 1905 issue of Rowell's American Newspaper Directory, which are characterized by both the Gold Marks (••) and also the Guarantee Star. These two are the Washington, D. C., *Evening Star* and the *Columbia, S. C., State*.

NEW REGULATION AFFECTING PATENT MEDICINES IN VENEZUELA.

Mr. Carl Bailey Hurst, United States Consul at LaGuaira, Venezuela, under date of January 15, 1905, reports that a measure recently promulgated by the ministry of hacienda places enforce a regulation of the association of physicians of Venezuela whereby sales of secret or patent medicines, unless formally recognized in Venezuela are to be prohibited, which

although they may have the approval of foreign medical faculties.

Failure to meet the requirements will subject offenders to the penalties of the law. A permanent commission has been appointed to examine and classify secret or patent remedies. Every manufacturer wishing to sell medicinal preparations in Venezuela must make a statement in legal form, setting forth (1) The name of the remedy, (2) the full formula, and (3) the dose prescribed. Two samples, accompanied by the foregoing particulars, shall be submitted to the commission. The manufacturer may appoint, by letter, if necessary, a local representative to treat with the commission. For each certificate permitting the sale of a medicine a tax of \$3.86 must be paid.

Four months will be allowed foreign and two months to domestic manufacturers in which to comply with these requirements.

The address of the commission, which will examine samples within five days after presentation, is: "Junta de Examen y Clasificacion de Medicinas Secretas y de Patente," Caracas.

CEIBA OR SILK COTTON TREE, NASSAU, BAHAMA ISLANDS.



THE LITTLE SCHOOLMASTER REPRODUCES THE ABOVE POSTAL CARD AS A REMINDER THAT SOUVENIR CARDS ARE A MIGHTY GOOD ADVERTISEMENT FOR MUNICIPALITIES, HOTELS, FACTORIES, AND A LOT OF OTHER THINGS THAT MIGHT BE PROPERLY DEVELOPED. THE ABOVE CARD, OF COURSE, LOSES IN THE REPRODUCTION ITS COLOR LIFE, BUT IT SERVES TO ILLUSTRATE THE IDEA IN MIND. SOUVENIR CARDS CAN BE MADE AN INEXPENSIVE BUT EFFECTIVE SORT OF AUXILIARY PUBLICITY AND LINK IN A FOLLOW-UP SYSTEM.

ERNEST F. GARDNER has resigned his position as editor of the *Western Monthly* of Kansas City, Mo., to accept the advertising management of the *Practical Fruit Grower*, published at Springfield, Mo., and is to become part owner of the latter publication.

A FOLDER on Japanese paper with a Japanese legend and an advertising moral, is sent out by the *Boston Journal*. It makes the point that, while there are other good papers in the Hub, the advertiser cannot reach *Journal* readers without using Mr. Munsey's paper. A rate card is printed on the back.

THE New York *American* and *Evening Journal* began last week to vacate their quarters in the New York Tribune Building, which is soon to undergo the remodeling process which will make it a modern nineteen-story skyscraper. S. S. Carvalho, general manager of the Hearst papers, said it was the intention to get out of the Tribune Building by May 1. The business office of the *American* and *Journal* has already been moved to the Staats-Zeitung Building, and the rest of the plant will be transferred to the Rhinelander Building, William and Duane streets. The new structure, while following the present style of architecture, will be built of steel, and work to this end has already been begun on the Spruce street side. There will be a series of entrances on Printing House Square, at the street level, instead of up a flight of stone steps, as at present. The same line will be used for a frontage, and the statue of Horace Greeley, founder of the *Tribune*, will be moved toward the main entrance. There will also be entrances on Spruce street, and on Frankfort street. All will connect with an inner rotunda, from which half a dozen elevators will run to the upper floors. The famous old tower and clock will be preserved. It is expected that it will take fully a year to complete the work of remodeling the building, and that the total cost will reach \$750,000.

THE Philadelphia *Item* wishes it distinctly understood that all contracts for foreign advertising must be sent direct to Harrington Fitzgerald, Manager, Philadelphia. Mr. Logan has not been connected with the *Item* for over a year.



It may be truly said that the Guarantee Star attached to a publication in Rowell's American Newspaper Directory is the most conspicuous distinction which the Directory editor gives to a paper. The Star constitutes for a publication possessing it, a perpetual advertisement of the highest character—costing nothing after the initial payment. Year after year the Star will appear in each issue of the book, imbedded in the catalogue part of the Directory, guaranteeing the accuracy of the latest circulation rating given in Arabic figures—always free after the initial payment. It stands out bold and bright as the symbol of the highest guarantee for a publisher's honesty and square dealing with an advertiser. Rowell's American Newspaper Directory Guarantee Star is perpetual—it guarantees the publisher's honesty and good faith, it guarantees his own statement, and the Directory merely acts as custodian and attorney for publisher and advertiser.

As a matter of plain truth, there's only one. Rowell's American Newspaper Directory is the Webster's Dictionary for advertising. As for its integrity, I don't believe that any fair-minded man ever questions it, be he publisher or advertiser.—*Daniel M. Lord, of the Lord & Thomas Advertising Agency, Chicago.*

Business is a neat little monthly paper published by Herbert K. Hambly, Washington, Pa. It treats on retail advertising topics and gives business items about local merchants.

AN effort will be made to re-establish the *Spy*, Worcester, Mass., it is said, a new company having been formed with \$60,000 capital, headed by Charles Nutt, president of the old organization.

Fits, a monthly paper for retail clothiers and haberdashers, is published by the Kahn Tailoring Co., Indianapolis. Filled with clothes lore, both curious and of current interest, as well as snappy articles on advertising and retail management, it is a medium whereby the company keeps in touch with the retailers who handle its garments.

THOUGH bearing the ads of the Reedley Land Company and several other firms in its back pages, the little brochure descriptive of the town of Reedley, Fresno County, Cal., has the appearance of a municipal advertisement, the thirty pages of text and pictures being restricted to description of the place and its advantages. It is essentially a booklet to interest farmers and homeseekers.

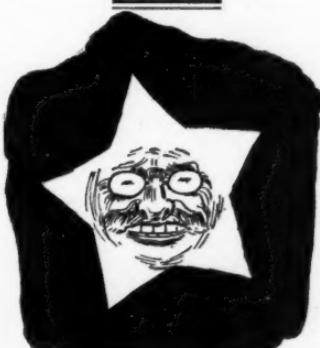
A VIGOROUS advertising campaign in the agricultural and live stock press has been undertaken for the *Live Stock Report*, published weekly at the Stock Yards, Chicago. Business Manager R. P. Fales says, "We are taking liberal doses of our own medicine, using page spaces in some papers, half pages and quarters in others, the list including the *Dakota Farmer*, Aberdeen, S. D.; *Iowa Homestead*, Des Moines; *Breeders' Gazette*, *Kansas Farmer*, *Wallace's Farmer*, *Nebraska Farmer*, *American Sheep Breeder*, *Indiana Farmer*, St. Paul, and many others. We are after subscribers, and propose to get them, not by cutting the price of the paper or by premiums, but simply by presenting the merits of the *Weekly Live Stock Report* as forcibly as we know how."

THE man who would write good advertising must not only believe in his goods, but he must believe that he has the ability to write convincingly concerning the goods. Without these beliefs enthusiasm is impossible.

GEO. B. VAN CLEVE & Co., New York, have made arrangements to represent in the United States the H. Powell Rees Advertising Agency, of London, the latter acting as the representative of the New York agency in England.

H. GAYLORD WILSHIRE, publisher of *Wilshire's Magazine*, recently had the brilliant idea of lecturing on "Lawson and Frenzied Finance." John Adams Thayer, of *Everybody's*, called his attention to the fact that "Frenzied Finance" is a copyrighted title. The Registrar of Copyrights decides, however, that the copyright laws contain no provision under which protection can be obtained on a mere title.

"ADVERTISING Facts and Fallacies" is a pamphlet by Seth Brown, the Cleveland advertising specialist, dealing with the fundamentals, of publicity and many of its more intricate details. Brief, pithy, sensible chapters show the folly of trying to separate advertising from business, and outline methods of planning a campaign along broad lines. Other chapters deal with copy, the right use of an advertising agency, advertising as a business and similar subjects.



THE "WASHINGTON STAR."

REACHING THE MAN WHO IS GOING TO BUILD.

Architects, like physicians and attorneys, have certain ethics that discountenance advertising. The point in all three callings is that a high professional integrity must be maintained, and nothing done that will in any way confuse practitioners with business men. In none of the three professions, perhaps, would a thorough, frank grasp of business methods be so valuable to clients as in architecture. The architect, however, prefers to take a stand upon his art. Right or wrong, that is his custom. There is no intention to criticise it in this article.

Hoggson Brothers, of 7 East 44th street, New York, call themselves "contracting designers." Formerly they were designers pure and simple, but certain needs of clients in that field led them to re-organize their practice on strict business lines. An architect plans a house, public building or business structure, and receives a commission proportioned to its ultimate cost. It is to his interest to have it cost as much as possible, and usually the final bill outruns the client's appropriation. A contractor builds the house after the architect's plan, and his interest is much the same. After them comes the designer and decorator, who takes care of the interior and furnishings on about the same basis. This condition confronts every man who undertakes any sort of building above a very inexpensive grade, and has passed into a stock pleasantry, like the suburban joke.

Hoggson Brothers remodeled their practice in a way that enables them to perform the service of architect, builder and decorator, and chose as a term to describe their function the name "contracting designers." They not only perform every service in building a home, a public building or a business structure, from plan to furniture and hangings, but execute all the work under a bond which indemnifies the subsequent owner if the cost exceeds the sum he originally agrees to pay. Each

item may be verified. When decreases in the cost of material, labor, etc., make the operation less costly, the client benefits. He is also freed from annoyance and delay.

This re-organization removed the firm not only from the borders of "graft," but also from the restriction of architectural ethics. Once ethics had been succeeded by a business organized on simple commercial principles, the firm began to look about for ways of advertising. In the past year some very interesting experiments in a field never before touched by advertising have been conducted. There have been some failures, some successes. Experience has demonstrated that when the man who intends to build can be reached he is immediately interested. But reaching him is not so simple a matter as it would appear to be.

"The most desirable class of clients for us," said W. J. Hoggson, is found among persons who intend to build homes costing from \$50,000 upward. But we have not been able to interest them directly through advertising. A few advertisements in periodicals read by home-builders and the moneyed classes generally have brought us almost no returns. We may have used ineffective advertising copy or failed through lack of persistence. The building of a home is essentially a long time proposition—a man to whose attention we bring our business today might not need us for five years. Whatever the fault, we have had no results with periodical advertising aimed at this class.

"In another and a roundabout way, however, we have succeeded in reaching the home builder. Building, remodeling and refitting of banks is a very desirable kind of business for us. Banks and trust companies are controlled by boards of directors who have absolute authority to endorse plans, and are usually very business-like in building operations. It seemed to us that if we could interest bankers, who are always the most substantial people in a city, the way would also be prepared for high-class residential practice.

A series of fine folders was prepared for reaching them by mail. When we came to compile a mailing list it was found impossible to select the bankers who were thinking about building, so 6,000 names were selected on the *assumption* that the bankers thereon were thinking of new quarters. Results were marked and immediate. More than 500 requests for further information came back on our reply postals. Since then we have prepared plans and estimates for eighty banks, and have in reserve a list of 300 more that have announced their intention to take up the building matter in the near future. In one city we have built or remodeled six bank buildings, and now have the contract for the seventh. Incidentally, these buildings have given us the entré to a fine residential practice in that place. Our plain business statement of the building problem, with the offer of a bonded guarantee to perform the work as specified, and that it can be done at a saving of from ten to twenty-five per cent, has precisely the elements that appeal to a business man like the banker.

Another experiment that yielded excellent returns on a smaller scale was a series of folders addressed to physicians. These were designed to induce doctors to have their offices remodeled on sound artistic and hygienic lines. The copy for these folders was a trifle better than that of the bankers' series, being illustrated with views of remodeled offices. Fifteen contracts were secured, one amounting to \$52,000. The doctor's office is a semi-public place, and fittings of real artistic value there have a definite advertising value in the community.

"Copy is a ticklish problem for us—most of our experiments have been along the line of getting advertising literature that will state our position in a way both forceful and dignified. It is not easy. While we are a plain business firm, with several factories where we make interior trim, cabinet work, upholstery work and decorations, the artistic element is the largest factor in our business. To

preserve this artistic element, explaining our business in a way that will convince people thousands of miles from any of our work, is the problem that must be solved. Then, the class of people we want to reach do not read advertising willingly. We have sent out several explanatory booklets containing not above a thousand words, but they were not read. Now we are experimenting with pictures of our work—I think artistic pictures will be read where text would not. The best literature developed thus far has been the four-page folder with our argument on one page. On this we must explain the idea of our business. Our advertising all depends on getting this idea abroad, I think. People know what an architect is as soon as the word is seen or heard. They also know what a decorator is, and a contracting builder. The point we want to make is to educate our particular public up to knowing the phrase 'contracting designer' on sight, with all that it stands for. On this account we will welcome any competition in our field—the more firms that take up contract designing, the better, for then the idea will get abroad quickly. We are the pioneers, and it cannot fail to redound to our benefit."



THE "SATURDAY EVENING POST."

THE ORANGE JUDD WEEKLIES.

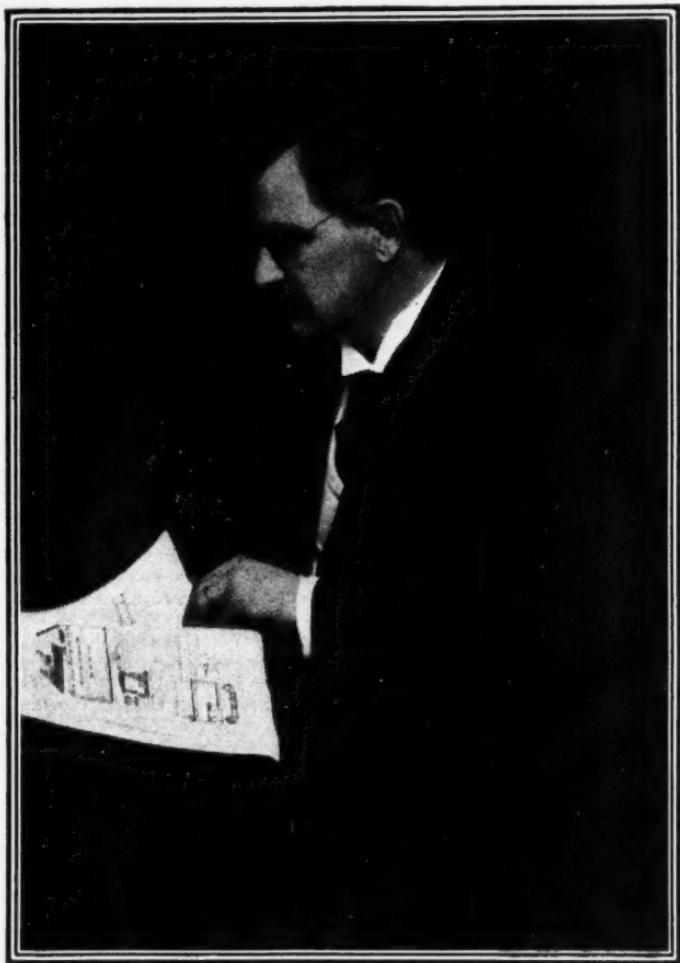
Agricultural journals are characterized generally by sectionalism in their circulation. Diversity of crops and climate seem to make most interesting to the farmer the journal that deals with conditions in his own State, so by far the greater number of farm papers have a local circulation. Diversity of farm industries, too, causes another class of agricultural papers to thrive, namely, those dealing with a specialty like poultry, horticulture, dairying, etc. Very few agricultural papers have national circulation, in consequence. But there are several exceptions to this general rule, and one of the most conspicuous is found in the three agricultural weeklies published by the Orange Judd Company, of New York, Chicago and Springfield, Mass. These three papers are the *American Agriculturist*, issued at New York, the *Orange Judd Farmer*, published in Chicago, and the *New England Homestead*, whose offices are at Springfield, Mass. The active head of the Orange Judd Company is Herbert Myrick, its president, who lives in the latter city. During a recent visit to Springfield Mr. Myrick told a good many interesting things about the papers he directs, not only concerning their influence and policy, but about their antecedents.

"The Orange Judd trio goes back to the very beginning of American farm journalism, to Orange Judd, the father of agricultural papers," said Mr. Myrick. "The *American Agriculturist* is sixty-two years old. It was established in New York in 1842 by two brothers named Allen, and in 1853 Orange Judd became associated with them as editor. The Allen Brothers ran a seed and implement store, and the *American Agriculturist* was at first a monthly house organ for their business. Orange Judd came from a farm in Western New York State. He had not only a thorough, scientific knowledge of farming, but a wide grasp of agricultural topics, with keen business judgment as well.

In 1856, foreseeing a great future for the paper as a business proposition, he bought it outright, and immediately began to advertise it as liberally in the general press as Robert Bonner did the *New York Ledger* some years later. During the sixties the *American Agriculturist* was probably more widely advertised than any other publication in the United States, and it went not only to the farms, but to suburban homes and even into the cities. He established the principle of refusing objectionable and swindling advertising, and went even further, for whenever schemes to defraud the farmers were advertised elsewhere he exposed them freely in his paper, defending his action in many libel suits. In 1857-8 he gathered in Europe all the available sorghum seed and started the sorghum industry in this country by distributing 40,000 packages to the people. At another time he distributed over 3,000,000 packages of flower seeds, and many exhibitions of farm produce were held by the paper, even specimens of patching and darning being sent in by its readers. He was a clear, concise writer on agricultural subjects, and published innumerable books about farm matters, many of which are to be found throughout the country to-day. His name was as widely known in journalism as that of Horace Greeley or James Gordon Bennett, and he continued to be an influence in American agriculture until his death, at seventy, in 1892.

"In 1881 the *American Agriculturist* passed under the control of David W. Judd, who died in 1888, and in the latter year Orange Judd founded at Chicago the *Orange Judd Farmer*. In that same year the Orange Judd Company was acquired by Edward H. Phelps and myself. Mr. Phelps had been identified with the *Springfield (Mass.) Republican* in the days of the second Samuel Bowles, and had been making that paper as profitable on its business side as Mr. Bowles had made it famous editorially. In 1878 Mr. Phelps purchased the *New England Homestead*, which since 1867,

when it was established, had been in 1894 the *American Agriculturist* was changed from a monthly to a weekly, with the *Orange Judd Farmer* as its Western edition and the *New England Homestead* as Eastern edition. So, virtually, though published under three dif-



HERBERT MYRICK,

President Orange Judd Company, Editor "American Agriculturist" Weeklies my way through the Massachusetts Agricultural College, and upon graduation in 1882 became its editor.

"These three papers were then merged under one company, and

ferent names at three different places, the papers are one. They move as a unit editorially, but by maintaining the individuality of each we are able to print publications suited to three distinct sec-

tions of the country, thus securing a national circulation for the trio that would not be possible for a single paper to attain. The few farm journals that have anything approaching national circulation are more or less general in scope, but the Orange Judd trio takes hold of farm matters vigorously, with special knowledge and suggestions for the crops raised in the section where their readers live.

"Only a farmer can know how close the Orange Judd papers come to his own problems. But there is another side to their usefulness that anybody can appreciate. I fear no contradiction when I state that these three papers have more influence among farmers than any other publication in the country, daily, weekly or monthly. Our editorial policy goes beyond scientific and practical agriculture, taking up great national questions in which the farmer is vitally interested. We not only help him raise crops, but also help him sell them. Our papers stand in the relation of market advisors, making suggestions that enable readers to get the best prices and sell at the most favorable times. When necessary, we organize readers into marketing associations, such as the New England Milk Producers' Union, the Five States Milk Producers' Union, and many similar bodies, all organized through the Orange Judd papers. Our system of crop reports is known to be as full and reliable as that of the United States government, and we report not only the great staples, but the minor crops and farm industries as well. By advice and suggestion we help the farmer transact his business to the best advantage.

"The Orange Judd papers serve still another purpose in helping the farmer use his magnificent power in political issues and reforms. We are in no sense partisan, nor do we take a demagogic attitude, exploiting the farmer for our own purposes or leading him to use his power selfishly at the expense of other classes. But we enable him to obtain his own. An instance of this is seen in the recent nam-

ing of February 22 as 'Farm, Home and Factory Day.' This movement which sets aside Washington's birthday as a time for farmers, teachers, school children, members of trade unions and other organized bodies to address their Congressmen and Senators on parcels post and equitable railroad rates has already attracted wide attention from the daily press, and promises to be the means of bringing about sweeping reforms. It was started among the readers of the Orange Judd weeklies. When the late President McKinley, with the best intentions in the world, recommended that agricultural products from Porto Rico be admitted duty free we showed our readers that such action would set up a dangerous precedent, acting as an entering wedge for free trade in farm products from South America and destroy the beet sugar industry in this country. Within three months our papers caused Congress to be deluged with letters of protest from 3,000,000 voters. The American farmer said, in substance, 'If my products are to be admitted free, I will refuse to support protection on manufactured products,' and in ninety days Congress changed the President's recommendation to a twenty per cent duty on Porto Rican products. A few months ago we took up the question of the New York State barge canal, for which the State has appropriated \$100,000,000, and are now bringing suit through Elihu Root to demonstrate the constitutionality of the act authorizing the appropriation. We hold that it is the duty of the United States government to build that canal. In one week we succeeded in having the Hepburn bill thrown out of committee—a piece of committee procedure almost unprecedented. The Orange Judd weeklies are, in a word, aggressive—alive to the farmer's interests all the time, and to those of the people as a whole, more or less. This aggressiveness is peculiar to them alone, and has become so ingrained a characteristic that farmers look to them for leadership. We have never undertaken a great re-

form without bringing it to a successful issue. We never mislead the farmer, and he has boundless confidence in us, without regard to party. He knows that our leadership is based on common sense, and upon the protection of his rights without injustice to other classes.

"While our three papers circulate in every State and territory, with a proportion of readers in Canada, the bulk of the circulation is centered in twenty-three of the richest agricultural States in the Union. The *New England Homestead* covers Massachusetts, New Hampshire, Vermont, Maine, Connecticut and Rhode Island. The *American Agriculturist's* stronghold is in New York, Pennsylvania, New Jersey, Maryland, Delaware and Ohio. The *Orange Judd Farmer* has for its especial territory the eleven States of Michigan, Indiana, Wisconsin, Illinois, Minnesota, Iowa, Missouri, Nebraska, Kansas and the Dakotas. In some of these States we go to seventy-five per cent of the postoffices, and in all of them our paid in advance subscribers average between ninety and ninety-five per cent of the total circulation.

"One feature of our advertising is the Real Estate Market, made up of classified announcements of farms for sale, to let, wanted, etc. Before it was established the man with a farm to advertise had to go into the regular display columns, and his ad was often overshadowed, being necessarily small. In the Real Estate Market his ad is in special position, and is backed by our guarantee covering every line of advertising appearing in the *Orange Judd* weeklies. The service has been so successful that we extended it, starting a Farmer's Exchange department for the sale of surplus stock, crops, etc. The advertising guarantee which began with *Orange Judd* himself has now been taken up by many other publications, and has become a standard of honesty in dealings between the publisher and his readers. It means, simply, that we will pay back the full amount of the loss of any subscriber who shows that he has been swindled

through an advertisement appearing in one of our papers."

The mechanical plant of the *American Agriculturist* and *New England Homestead* includes one of the largest book presses in the world—a Hoe web perfecting press that is not only capable of turning out 10,000 to 40,000 complete papers per hour of various sizes, but which will put upon them covers on any color paper, printed in two colors. It will turn out either a seventy-two page paper with colored cover, or print simultaneously a forty-page paper of standard size and a thirty-two page brochure of smaller dimensions. Another combination is a magazine and a book, delivered simultaneously from opposite sides of the press.

Mr. Myrick supervises the editorial departments of the three journals, is a well-known writer of books on agricultural topics, has a taste for the lore of Indians, soldiers and plainsmen of the early West, and has been active in the betterment of education, municipal government, irrigation, agriculture and industry generally. He is now less than forty-five years old. Born in Arlington, Mass., he was educated in the public schools of Massachusetts and Maine, served as a farmer's boy, printer and newspaper man in Colorado, farmed in Emerson's town, Concord, Mass., and then worked his way through the Massachusetts Agricultural College. He has organized innumerable associations among farmers, and been active in promoting the growth and export of corn, beet and cane sugar, etc. He has extensive agricultural and industrial interests in the West and South, was the promoter of a metallic drawing roll largely responsible for the development of Southern cotton industries, and is in every respect an energetic, practical promoter along the lines followed by his papers. While living in Springfield part of the year, he makes it a rule to visit every State in the Union every year, spending his winters in Santa Barbara, Cal., and some portion of the year abroad.

PRINTERS' INK.

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.00 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

WANTED—Manufacturers' agents to handle our line of advertising novelties. ST. LOUIS BUTTON CO., St. Louis, Mo.

A DWELLING INVESTMENTS to pay the investor. My ability at your service. BERT MOREHOUSE, Box 998, Providence, R. I.

WANTED—Sample copy of every country weekly newspaper in the United States, with advertising rates. THE HAWTHORNE PRESS, Somers Center, N. Y.

A DVERTISING man desires position as ad-writer. Powell graduate. Good references. Salary \$12 to start with. Address "G. B. W.", Lock Box 104, Greenville, Ohio.

P O SITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSPAPER MEN'S EX-CHANGE, 368 Main St., Springfield, Mass.

A DWITER (22), having made a thorough study of advertising, writing, desires position. Samples upon request. ANDERSON, Printers' Ink.

WANTED—Sample copies and advertising rates from papers circulating among collectors of Souvenir Post Cards, Photos, Coins and Stamps. MITTERER, Yokohama, Japan.

C CONCERNING TYPE—A Cyclopedia of Every-day Information for the Non-Printer Advertising Man; get "typewritten", 64 pp., 50c, postpaid; ad's wanted. A. S. CARNELL, 150 Nassau St., N. Y.

WANTED—Make-up man for New York trade journal. Must have good judgment in classification of matter and be apt in writing heads. State salary expected. "B. M. W.", P. O. Box 649, New York.

A REWARD for the person finding a position for an experienced ad-writer (Powell graduate), either as ad-writer or agency work.

Further information upon addressing

"R. H. C." care of Printers' Ink.

E VERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertising magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

YOUNG MEN AND WOMEN of ability who seek positions as ad-writers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, and paid to the writer. PRINTERS' INK is the best school for advertisers, as it reaches every week more employing advertisers than any other publication in the United States

If you are competent to fill a high-grade business or technical position, there are many opportunities on our lists that you would like to consider. We have a unique system of employing right men for right places, and right places for right men, and hundreds of employers rely on us to fill all their responsible positions. Our booklets, which are free for the asking, tell all about our methods. Officers in 12 cities. HAGGOODS (Inc.), Brain Brokers, Suite 511, 309 Broadway, New York.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$5,000, and any number earn \$1,500. The best clothing ad-writer in New York owes his success to a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 1467 Temple Court, New York.

More than 247,000 copies of the morning edition of the World are sold in Greater New York every day. Beats any two other papers.

PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (G.G.), 235 Broadway, New York.

SPECIALIZED PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (G.G.), 235 Broadway, New York.

PUBLISHING BUSINESS OPPORTUNITIES.

I WANT to meet a publisher. Who is fond of sports, especially base ball. I can put him in touch With property that netted owner \$15,000 last year.

Owner's ill health causes him to withdraw.

EMERSON P. HARRIS,
Broker in Publishing Property,
235 Broadway, New York.

ADVERTISING SPECIALTIES.

GAS RANGE ADS

Fifty Cents each. Send data.
Sample ad free to Gas Company.
HARRY C. BARD, Oneonta, N. Y.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (G.G.), 235 Broadway, New York.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. THE KINSEY STUDIO, 245 B'way, N. Y.

PREMIUMS.

R ELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 50-page list price illustrated catalogue, published annually. 3rd issue now ready; free. S. F. MYERS (C.O.), 46w. 45-52 Malden Lane, N. Y.

PRINTING.

PRINTING at reasonable prices. MERIT PRESS, Bethlehem, Pa.

PAPER.

BASSETT & SUTPHIN,
45 Beekman St., New York City.
Coated papers & specialty. Diamond B Perfect White for high-grade catalogues.

CEDAR CHESTS.

MOTH-PROOF Cedar Chests—Made of fragrant Southern red cedar and absolutely proof against moths. Price low. Send for booklet. FELDMONT FURNITURE CO., Statesville, N. C.

SUPPLIES.

USE "Reliance" absorbent paper on your mimeograph. INK dries quick as a wink; never stains. Get samples and prices from FINK & SON, Printers, 5th, near Chestnut, Philadelphia.

W. D. WILSON PRINTING INK CO., Limited W. of 17 Spruce St., New York, sell more adhesive cut ink than any other ink house in the trade. Special prices to cash buyers.

BERNARD'S Cold Water Paste is in dry powder form, mixes by adding cold water; no dirt, no odor, no waste, will not stain. Best paste made. Sample package free. BERNARD'S AGENCY, Tribune Building, Chicago.

DOXINE—A non-explosive, non-burning substitute for lye and gasoline. Doxine re-tempers and improves the suction rollers. It will not rust metal or hurt the hands. Recommended by the best printers for cleaning and protection of half-tones. For sale by the trade and manufactured by the DOXO MAN'G CO., Clinton, Ia.

HOUSE-TO-HOUSE DISTRIBUTION.

ADVERTISERS selling through the trade and mail-order firms can secure prompt and satisfactory returns through our National Distribution Service. Our department is honest, judicious, home-to-home distribution of advertising matter anywhere in the United States.

My distributors are bonded and make this work their exclusive business. No boys. Write for particulars.

WILL A. MOLTON,
National Advertising Distributor,
Main Office, 44 St. Clair St.,
Cleveland, O.

ADDRESSES FOR SALE.

7,245 NAMES of heads of families of Fort Worth, Texas, taken from late City Directory, for \$3. LACKEY'S PHARMACY, Fort Worth, Texas.

25,000 NEW names and addresses of the leading merchants and professional men and women, doing business now, in Colorado, Wyoming and New Mexico, prepaid to any address for \$1.00 per 1,000. MERCHANTS' PRINTERY, Box 51, Colorado Springs, Colo.

BOOKS.

PATENTS THAT PROTECT—72-p. book mailed free. H. S. & A. B. LACEY, Patent and Trade-Mark Experts, Washington, D. C. Established 1869.

PRINTERS.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. THE BLAIR PTG. CO., 514 Main St., Cincinnati, O.

ELECTROTYPEERS.

WE make the electrotype for PRINTERS' INK. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. WEBSTER, CRAWFORD & CALDER, 45 Rose St., New York.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mr., 178 Vermont St., Buffalo, N. Y.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing, used by the largest publishers throughout the country. Send for catalog. We do addressing at low rates. WALLACE & CO., 99 Murray St., New York. 1316 Pontiac Bldg., 358 Dearborn St., Chicago, Ill.

THE STANDARD AUTO ADDRESSER is a high speed addressing machine, run by motor or foot power. System embodies card index idea. Prints visibly; perforated card used; errors impossible; operation simple. Correspondence solicited.

B. F. JOLINE & CO.,
183 Liberty St., New York.

CARD INDEX SUPPLIES.

THAT'S all we make. Our prices are right. Sample sets and prices on request. STANDARD INDEX CARD COMPANY, Rittenhouse Bldg., Phila.

POST CARDS.

BLANK post cards printed one side with cut of words "Post Cards," carried in stock. Prices on application. STANDARD, 61 Ann St., N. Y.

HALF TONES made from photographs of hotels, local views, business buildings, etc., suitable for printing on post cards. Also print post cards. Prices and samples furnished. STANDARD, 61 Ann St., N. Y.

TYPEWRITER RIBBONS.

THE MOST ECONOMICAL WAY to purchase typewriter ribbons is to buy a coupon sheet, **wholesale price, retail delivery.** Coupon sheet, good for five "Ribbotypes," for \$1.; a new ribbon as needed. CLARK & ZUGALLA, 100 Gold Street, New York.

MAIL ORDER.

IMADE \$25,000 a year doing a mail-order business and started with \$30. I can teach you. Send 10 cents, silver, for Mail Order Guide.

C. H. ROWAN,

43 E. Adelaide St., Toronto, Can.

MAIL-ORDER ADVERTISERS—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are pleased to place advertising matter in the hands of any desired class. OUR DISTRIBUTOR'S DIRECTORY will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited. NATIONAL ADVERTISING CO., 700 Oakland Bank Building, Chicago.

ADVERTISING NOVELTIES.

AGENTS wanted to sell ad novelties; 25¢ com.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

PREMIUMS OR CONVENTION SOUVENIRS, made from nails. They're attractive, substantial and cheap. Sample, a World's Fair souvenir, 10¢.

WICK HATHAWAY'S C'RNS, Box 10, Madison, O. **C**OLOR BAROMETERS. The latest novelty. Can be mailed in 6½ envelope, penny postage, \$2 per 1,000, including imprint. Send 10¢ for sample. FINK & SON, 5th. above Chestnut, Philadelphia.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©). 235 Broadway, New York.

"REAL ESTATE" Amsterdam, N. Y., circulation 3,000, for real estate dealers and owners; \$1 a year; names of buyers each month.

TIN BOXES.

IF you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break easily, and are good for the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, Huylers, Vaseline, Sanitol, Dr. Charles' Flesh Food, New-Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. AMERICAN STOPPER COMPANY, 11 Verona Street, Brooklyn, N. Y. The largest maker of TIN BOXES outside the Trust.

COIN CARDS.

3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

1,000 for \$5. 10,000, \$20. Any printing. Acme Coin Maller Co., Ft. Madison, Iowa.

STOCK CUTS.

CUTS of the words "Post Card," in one and two colors. STANDARD, 61 Ann St., N. Y.

16 PAGE catalog of 4,000 stock cuts suitable for department store newspaper advertising. The cuts sell for 15 and 25 cents each. Business stationery applications will get a catalog by return mail. Box "S," Printers' Ink, N. Y.

PRINTERS' INK.

ADVERTISING MEDIA.

10 CENTS per line for advertising in THE JUNIOR, Bethlehem, Pa.

THE SUNDAY TIMES, Richmond, Me. Want ads, 5 lines, 25c. each insertion. Copy free.

THE BEE, Danville, Va. Average circulation Feb., 2,324. "Wants" 5c. per line; min. 15c.

A DIVERTEURS' GUIDE, Newmarket, N. J. A postal card request will bring sample copy.

HARDWARE DEALERS' MAGAZINE Circulation 17,500 (22). 233 Broadway, New York.

GOOD way and sure, "Business Bringers." THE RELIGIOUS PRESS ASS'N, Phila., Pa.

THE EVANGEL, Scranton, Pa. Thirteenth year; 20c. agate line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE Troy (Ohio) RECORD is a daily of the Montreal Star class published in a 6,000 town. Circulation covers city and Central Miami County thoroughly. Send for rate card.

C. CRABTREE'S CHATTANOOGA PRESS, Chattanooga. Total 50,000 circulation guaranteed. Price: 300,000 readers. Best medium South for mail-order and general advertising. Rate, 15 cents a line for keyed ads. No proof, no pay.

THE ZANESVILLE SIGNAL
COVERS
SOUTHEASTERN OHIO.

The big city papers reach this territory but little. The Columbus, Cincinnati, Cleveland and Pittsburg papers have but small circulation here. The Zanesville *Signal* covers the field.

MAJOR JOHN M. CARSON, for more than thirty years the representative of leading New York and Philadelphia journals at the National Capital, says:

"Zanesville ought to be proud of the *Signal*. It would be a credit to a city with a population of 300,000. The fact that Zanesville is a field for a newspaper of the type of the *Signal* indicates a progressive and substantial citizenship. The story of a live town is told through a live newspaper."

The *Signal* produces results for advertisers.

THE ZANESVILLE SIGNAL.

JAMES R. ALEXANDER, Publisher,
Zanesville, Ohio.

Type
Stereotype
Linotype
Monotype

Metals

I am the maker of all
grades of extra quality.
Le Grand O. Robson,
BUFFALO.

THERE'S ONLY ONE

There's only one "Letter Shop."
There's only one Franklyn Hobbs,
That's Franklyn Hobbs, Himself,
Composer and Editor of Advertising Letters

AND HE'S STILL

At the "Letter Shop"
In the Caxton Block, Chicago.

**To Manufacturers of
Chemical Specialties
and Dealers in Same.**

An ANALYTICAL CHEMIST will analyze any Preparation submitted and tell you how it is made. Also original and exclusive formulas developed to suit special needs. Processes improved; expert chemical work of all kinds. Send a half ounce sample and receive estimate.

CARL A. BLACK, B.S.
36 Cornell St., CLEVELAND, O.

**NEW JERSEY'S
LEADING GERMAN
NEWSPAPER**

Reach out to the great German population of Newark, New Jersey, through the columns of the *New Jersey Freie Zeitung*. Newark is the largest city in New Jersey, having nearly 300,000 population. It is famous for its extensive manufacturing, mercantile and other industries.

About 100,000 of its people—one-third—are thrifty and prosperous Germans.

Don't Overlook

THE FREIE ZEITUNG

It is New Jersey's most important—most progressive—German Morning Daily, Sunday and Weekly Newspaper. It reaches more German readers and buyers than any other German daily in the State.

Why not cultivate this very desirable field for the sale of your products by the liberal use of space in this paper? It is bringing splendid returns for its numerous advertisers.

Our rates are very reasonable.

Would be pleased to send you rate cards, circulation statements, etc., on request.

**NEW JERSEY
FREIE ZEITUNG**
ESTABLISHED 1858.
NEWARK, N. J.

MAIL-ORDER NOVELTIES.

WRITE to-day for free "Book of specialties," an illustrated catalogue of latest imported and domestic novelties—watches, plated jewelry, cutlery and optical goods—wholesale only. SINGER BROS., 82 Bowery, N. Y.

ADVERTISEMENT CONSTRUCTORS.

FRED W. KENNEDY, 171 Washington St., Chicago, writes advertising—your way—his way.

NEW CUTS and advertising copy for your lines are cheap enough by our method. ART LEAGUE, New York.

"A D" writing, illustrating. Ask about my special mailing card service. M. F. LEVINE, 6127 Aberdeen St., Chicago.

A DVT. WRITING—nothing more. Been at it 14 years.

JED SCARBORO,
557a Halsey St., Brooklyn, N. Y.

HENRY FEIRIS, *his \square mark*
Advertising Writer and Adviser,
Drexel Building, Philadelphia,
627 Temple Court, New York.

"T IS NO CRIME
matters—"tis not even a misdemeanor when that "unusualness" is limited to a distinctly pertinent, entirely decorous and picturesquely originality, showing, as it religiously should now, it must, to succeed any suggestion of buffoonery, "horse-play" or "funniness." A goodly company have discovered of late years that entirely decorous and absolutely self-respecting publicity need not be dull or prosy, and that as a circulating medium good honest "red-blood" talkers are vastly more potent than stereotyped bombast or its modern equivalent "Hot" (Mr. "I've made a lot of advertising things") illustrations precisely what I'm talking about, and possibly some of them might interest you. If you think so, I shall be pleased to have you write me, but not on a Postal Card. No. 36, FRANC'L MAULE, 402 Sansom St., Phila.

ADVERTISING AGENCIES.

GOLDEN GATE ADVERTISING CO., 3400-3408 Sixteenth St., San Francisco, Cal.

O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical journal advertising exclusively.

DOREMUS & CO., Advertising Agents, 44 Broad St., N. Y. Private wires, Boston, Phila, etc.

MAIL order advertising a specialty. THE STANLEY DAY AGENCY, Newmarket, N. J. THE H. J. IRELAND ADVERTISING AGENCY, (Established 1890), 925 Chestnut Street, Philadelphia.

CURTIS-NEWHALL CO. Established 1895. Los Angeles, California, U. S. A. Newspaper, magazine, trade paper advertising.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

BARNHART AND SWASEY, San Francisco—Largest agency west of Chicago; employ 60 people; we advertise by advising judiciously newspapers, billboards, walls, cars, distributing.

CANADIAN advertising promises results which invite most careful investigation. Write us for best list of papers to cover the whole field efficiently. THE DESBARATS ADVERTISING AGENCY, Ltd., Montreal.

HALF-TONES.

NEWSPAPER HALF-TONES.
2x3, 75c.; 3x4, \$1; 4x6, \$1.60.
Delivered when cash accompanies the order.
Send for samples.

KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

IMITATION TYPEWRITTEN LETTERS.

IMITATION Typewritten Letters of the highest grade. We furnish ribbon, matching ink, free. Samples for stamp. SMITH PTG. CO., 812 Broadway, Toledo, Ohio.

THE RICH WEST

is the advertiser's best field to-day. The people in the West have money, and good

Advertising Brings Results

when it is placed in a medium like

SUNSET MAGAZINE

CIRCULATION, 58,000,

27,000 direct to Homes throughout

California and the Far West.

431 California St., San Francisco, Cal.

MILLIONS

are spent for AMERICAN GOODS every year by the merchants of BRITISH COLUMBIA. Knowing ones advertise in

Knowing ones advertise in

The Colonist

and get a share of this trade.

The "WANT" medium of the Canadian Northwest Coast. More "Want" ads. appear in THE COLONIST than in any other paper in the Dominion, west of Winnipeg.

We Cover the Entire Province. Branch Office in Vancouver.

DAILY, \$5.00 PER ANNUM.

SEMI-WEEKLY, \$1.00 PER ANNUM.

**THE COLONIST, Victoria, B. C.
CANADA.**

NO BLUE MONDAY.

Your inks are entirely satisfactory and in fact they are much better than we expected, as before we had paid twice as much for goods no better, if as good. THE SETTLE PRESS, Moorestown, N. J.

Your inks work "bully." News, Dumas, Ark.

Your Bronze Blue is O. K. W. E. ELDRIDGE, Ashland, Ky.

I hope to do more business with you this year than last. E. E. THREES-
HER PTG. Co., Aurora, Ind.

For the past six or eight years I have been ordering the printing inks for use in this office from your house and they have always been satisfactory.

The above testimonials all came in my morning mail on Monday, March 20th, along with several orders, and even if I was inclined to feel glum they would drive dull cares away. It matters not what quantity a customer buys provided I have his good will, and the little fellow who orders 25 cents' worth can come into my store or send his order through the mail, and feel as much at home as his more prosperous neighbor who buys that many dollars' worth. All I ask is a trial order, and if the inks are not found as represented you can have your money back along with the cost of transportation. Send for my new book giving useful hints for the press-room. Address,

**PRINTERS INK JONSON,
17 Spruce St., New York.**

"100% BETTER COPY."

If you spend \$500 in white space and get 500 responses from your advertisement they cost you \$1 each. How much would it be worth to you to get a piece of copy that would bring 1,000 responses—thus reducing their cost to 50 cents each? It won't take you long to figure that out.

An improvement of 100 per cent in the pulling power of your copy may cost a few dollars more than ordinary copy, but isn't it worth it?

We are preparing this "100 per cent Better Copy" for quite a number of leading American advertisers and convincing them that they make money by coming to us for it. We want to hear from those interested in copy that will sell the goods.

Also those that would like to get in touch with the most efficient and diversified commercial art department in the country, and those interested in general sales plans, magazine and newspaper campaigns, mailing series, posters and everything else of an advertising nature.

**THE GEORGE ETHRIDGE COMPANY,
THIRTY-THREE UNION SQUARE,
NEW YORK.**

BULLETIN

Secures Largest Advertising Contract Ever Made Here.

Pragers Are to Use Nearly Half a Million Lines This Year.

Its Value as a Home Medium With a Large Circulation Satisfactorily Demonstrated to This Most Progressive Store.

THE BULLETIN has just closed with the Prager Department Store of this city the largest contract for advertising space ever secured by a daily newspaper west of Chicago. It calls for nearly half a million aggregate lines to be used during the present year.

The prominence and value of any newspaper is demonstrated by the number of local merchants using its advertising columns. The Bulletin to-day carries more local display advertisers by nearly 50 per cent than any of the other San Francisco dailies.

The immense contract between the Prager Department Store and the Bulletin is not an experiment by any means. It is the outgrowth of several years' careful study and use of the paper.

Not three years ago Pragers opened the first floor of the entire five-story building which they now occupy and which is the largest department store in the West. About the same space was used in all of the newspapers the first year. The returns from the space used in the Bulletin were so satisfactory that during the second year Pragers felt justified in doubling their contract. Space was accordingly reduced in the morning papers. The management of this big department store, appreciating the value of the Bulletin as a medium for reaching the people in their homes, entered into this immense contract of nearly half a million lines, which in round figures means over half a page every day for the year.

Mr. Prager, in stating his reasons for making this contract, the proportions of which are so far in excess of anything his competitors have ever undertaken, said:

"The signing of a contract to-day with the Bulletin for this space—probably the largest advertising contract ever made on the Pacific Coast—is the result of much serious consideration."

"After using all of the San Francisco papers for the past few years, we concluded that the Bulletin offered greater advantages for a department store than any other newspaper."

"We believe the Bulletin is a home paper and is thoroughly read by the women of the household, with its extraordinary city and suburban circulation, and reaching the homes, as it does, at an hour when everyone has time to read and when the shopping for the following day is planned."

"Facts such as these influenced us in deciding to use The Bulletin as the principal advertising medium for our business."

"We shall use pages and half pages daily to present the attractive features of our many departments. We shall have something new all the time, giving our many customers advantage of the season's best bargains."

With its steadily growing circulation an advertising contract with the Bulletin is an asset always increasing in value to the advertiser, a fact which the discriminating purchasers of space are fully recognizing. The Bulletin has now about 60,000 circulation daily and guarantees a larger city circulation than either the Call, Chronicle or Examiner. All of its advertising contracts are made with this guarantee.

The San Francisco merchant depends upon local trade for the life of his business. The Bulletin is able to cover the desired field better than any of the other papers, thereby attracting more local advertising, by a big margin, than its competitors.

From the San Francisco BULLETIN, March 6, 1905.

LA PATRIE

...MONTREAL...

Canada's Most Influential French Daily.

CIRCULATION

Daily, - - - 40,000
Saturday, - - 65,000

Announces the re-appointment of LaCoste & Maxwell, Managers of American Advertising....

Nassau-Beekman Building, New York City.
Marquette Building, . . . Chicago, Ill.

To whom all inquiries regarding LA PATRIE should be addressed.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

If it lay within the power of any man to make the advertisers of this country understand that a quarter page magazine space is smaller than the side of a barn he would have achieved more, and been of more benefit to the human race, than most men, and could well be content to call it his life work and quit. No sane business man would attempt to pack a ton of coal in a dress-suit case, but that would be just as reasonable as



THE Khotal Blue Flame Oil Stove is the best stove for any one indulging in the pleasures of outdoor life. Absolutely non-explosive. Light and portable, requires little attention, and does not smoke, snarl, or soot. No wicks. Produces any temperature of heat; simple in operation, and, with ordinary care will last for years. Indispensable to yachtmens and campers. Made in different sizes at prices from \$3.75 up. Send for our illustrated catalogue, quoting size and price.

KHOTAL BURNER COMPANY
197 Fulton Street, New York.

No. 1

many of the advertisements we see in every magazine that comes to hand. The Khotal advertisement, marked No. 1, is not so bad as some of the ads of this class, as in addition to the article advertised and the two men there are only a few trees, a stretch of water and a sail-boat. If this advertiser had been really ambitious he would have had an ocean steamer in the background and beyond that a sky line of New York city. In No. 2 we have the same adver-

tisement with all the useless details eliminated and the two figures and the article advertised



No. 2

brought out as strongly as the space will permit.

No doubt the Cornish pianos and organs are good instruments in every respect and it is therefore unfortunate that they should be advertised after the manner of the



piece of copy reproduced here. Printing advertising matter of this kind is a bad habit to get into for

the reason that it looks precisely like the cheapest of the cheap mail-order ads. It bears the stamp of the "send us no money" fakes and catch-penny schemes. It may be said that this is a mail-order advertisement and that it is aimed at the class of people who answer mail-order advertisements. This may be true enough, but that is no excuse for copying or following the style which the average mail-order advertiser uses. A piano or an organ is a sort of a dignified proposition, and it deserves to be treated with respect, and the more high-class and artistic the advertising the stronger will it appeal to all classes of people.

showed up very badly, and was a detriment rather than a help to the advertisement—which would have been bad enough without it.

* * *

The little advertisement of the Penn Mutual Life shown here is a neat and attractive one and catches the eye immediately, on account of its simplicity, clearness



ACCINATION
and Life Insurance are alike in one particular: Vaccination makes a man immune from smallpox; Life Insurance makes his family immune from poverty. BOOKLET FREE.

PENN MUTUAL LIFE
PHILADELPHIA

and good balance. This is an excellent example of what may be done in a small space with careful handling. It is too bad that equal praise cannot be bestowed upon the copy which is extremely inane—considerably beneath the dignity of the Penn Mutual Life or any other life insurance company.

I Like Coffee



but I can't drink it because it makes me dizzy & bilious and affects my nerves.
SO.—

I DRINK THE BEST SUBSTITUTE,
OLD GRIST MILL
WHEAT COFFEE.

IT TASTES GOOD AND IS VERY HEALTHFUL
Old Grist Mill—Charlestown, Mass.

a quarter page space, and this advertisement is further misused by the insertion of the little picture at the left. This is supposed to show a woman about to drink out of a cup, as well as the reproduction of the Grist Mill package. As a matter of fact, even in the original advertisement, this picture

High Water Mark Circulation.

THE BILLBOARD

America's leading theatrical weekly,
printed and circulated

25,187 Copies

For its issue dated March 18,

And the demand is still growing. RATE
ADVANCES TO 15c. MAY 1.

3,000,000

People in Philadelphia and vicinity. Advertisements in
The Bell Telephone
Directory of Philadelphia

Have a persistency positively unequalled. Times handled

100,000,000

READY-MADE ADVERTISEMENTS.

Readers of *PRINTERS' INK* are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

McCRAY & Co.,
Dealers in General Merchandise.

PREScott, WIS., Mar. 3, 1905.

GENTLEMEN—We send you a specimen which seems pretty good work for a village paper in a town of 1,000 people. Don't you think so?

Yours, McCRAY & Co.

The ad referred to occupied a full column in the Prescott, (Wis.) *Tribune*, and it does seem that McCray & Co. are more enterprising than most retailers in towns of only a thousand population in thus blowing themselves to newspaper space, whether this represents the regular diet or a special "spread." The ad is too long to reproduce in its entirety and too good, in spots, to be ignored; therefore the best of its various sections have been separated from the rest and will appear as independent ads in this department, three of them being reproduced below.

"Beneath this mound lies all we found
Of little Johnny Green.
He went one night, by candle light,
To get some Gasolene."

If it had been our Good Gasolene Little Johnnie would not have joined the angels so suddenly. It is absolutely guaranteed to test 74 degrees. It is safe. It does not smoke nor smell. If you try it you will like it. We use it to make our New White Gas Light which makes the store more light at night than in the day-time.

The section above, with which the ad began, is the only questionable one. The trouble is that you never know how this funny business is going to strike. It may be irresistibly funny to a lot of people who don't buy gasolene at all and who would promptly forget it anyhow; and then, again, it might give a severe jolt to the sensibilities of some one who does buy gasolene and the other things dealt in by this firm, but who will not buy from anybody who treats with such flippancy, so serious a subject as death. Of course, the latter class would find the rhyme very amusing in the funny column, but that is where they expect

to find such things. When the joke is in the ad, and bears the newspaper symbols of mourning, it is likely to look and sound quite differently. However, it may safely be assumed that nobody knows what "goes" in Prescott, quite as well as those who live there.

RUBY OIL

Burns a clear white flame. Does not dirty the chimneys. When you reckon the amount of light and heat from Good Gasolene and Kerosene it costs no more than that we get from Mister John D. Robafeller. And "the best is none too good."

The second section, reproduced above is short and to the point, but would be more to the point if it quoted prices. It would also be interesting to know how McCray & Co., manage to get any gasoline or kerosene without paying "Mister John D. Robafeller's" usual profit, which, of course, is added to the price the consumer pays.

Here's just one more section. It should have been cut up into three, because, while it all appears under

AMMONIA

A tablespoonful in three gallons of water saves Soap. Gives a snowy whiteness to plain goods with very little rubbing. Use it to clean Glass, Silver, Crockery, Marble or Oil Cloth or Plain Wood Work. Use it in the Bath. We carry only the double strength. A pint for 20 cents.

Borax is also especially fine for Bath or Laundry. The finest Powdered Borax in Pound Papers, 20c.

Nitrate of Soda will kill the weeds and fertilize the soil. Sprinkle it on the Lawn and in a week the effects will show. The grass will be greener than elsewhere. It is one of the very best Garden Fertilizers known. It may be used as a top-dressing for Lawn or Garden or around shrubs or trees. Be sure it pays to use it.

the heading of Ammonia, borax and nitrate of soda are also advertised with no display to distinguish them from the ammonia tank. But you'll notice that it's all good, plain, readable, informative stuff, and that's what makes good retail advertising in Prescott, Wis., or any other place.

Good Use of Small Space. From the Stockton Daily Independent, Stockton, Cal.

Like Good Honey

We have some that ought to please you. It's the pure white kind. We know you'll like it. 2 combs for 25c.

WILKES & PEARSON,
17 and 19 N. El Dorado St.
'Phone 1311 Black.
Stockton, Cal.

The Kind of Talk That Sells Goods. From the Danbury, Conn., Evening News.

Begins Healing Instantly.

Benzoin Cream is absorbed so quickly that you'll wonder where it has gone. No trace of grease or stickiness remains to annoy. Just a dainty, elusive odor to tell that it has been applied, and an immediate sense of comfort to show that the healing has begun.

It soothes chapped and roughened skin in a magical way, is as harmless as dew and costs but 25 cents.

KINNER & BENJAMIN,
Druggists,
173 Main St.,
Danbury, Conn.

A Good Grocery Ad. From the Springfield, Mass., Union.

Hominy.

If this isn't the nicest lot of Hominy that has come to town, then we don't know Hominy. Just when Spring opens; when most folks are beginning to tire of the Oaten and Wheat Cereals; when you would like something new for a change;—comes this good opportunity to buy Hominy.

Here is Hominy fine, to make delicious breakfast pudding; Hominy coarse to cook with lima beans and make excellent succotash.

Times's here to change cereals, and that means—this new stock Hominy is your change now—Granulated Hominy—Coarse Hominy.

Either kind, 4½ lbs. 18c.

E. O. CLARK & CO.
Springfield, Mass.

A Wicked Stab at Colored Competition. From the Manila, P. I., Sunday Sun.

If You Are White

Eat with a white man. The Elite restaurant is run by a white man. Prices as cheap as the Chinese joints. Open all night. Calle Echague. Near Orpheum Theater.

W. A. STOKES, Prop.,
Manila, P. I.

This is a Good Idea for the Introduction of a New Remedy, but it Might be Interesting to Know How Much is Saved by Clipping the Coupon. From the New Haven Register.

Three of These Cash Coupons

will entitle the holder to one full-sized bottle of that famous Cough and Cold Syrup Prescription "No. 55," for 14c. One only to each family.

Note.—This Scientific Cough Remedy has been sold in this store for years, we know it to be reliable and are pleased to have been able to make above arrangements with the manufacturers.

CASH COUPON.

Present three of these Cash Coupons and 14c. for full-sized bottle of Prescription "No. 55."

THE MEDICINE SHOP,
T. P. Gillespie & Co.
744 Chapel St.,
New Haven Conn.

Getting an Early Start. From the Washington, D. C., Star.

Get Your Ball Team Together

and let us measure them for uniforms at once, so that they will be all ready to go on the field at the first peep of Spring.

M. A. TAPPAN & CO.,
Washington, D. C.

LOUISVILLE, Ky., Mar. 7, 1905.
PRINTERS' INK:

DEAR SIRS—If all your subscribers read the Little Schoolmaster as thoroughly as I do, they are surely learning a lot of good hard advertising sense.

I've been studying advertising three years. Been writing copy about six months. My regular position is that of collector. Advertising is a side line. Writ it at home during the evenings after working hours. Would you mind criticising my Grocery Ad from to-day's *Evening Post*. Thanking you, I am, yours truly,

L. A. SHAFER.

Mr. Shafer's ad, or rather the one which he prepared for A. Button & Son, wholesale and retail grocers of Louisville, Ky., stands out conspicuously, occupying a space nine and a quarter inches deep by three columns wide in the Louisville (Ky.) *Evening Post*. It is strong typographically, having a large \$ in each corner and a heavy rule between those signs, across top and bottom and down the sides. About half of the entire space is given to prices, which, presumably, confirm the claims in the introductory here reproduced.

HAVE YOU THE SAVING HABIT? WHY NOT SAVE ON GROCERIES?

Here's the greatest money-saving Grocery Market in Louisville. We sell the best goods obtainable—won't find any better anywhere. Our prices are the very lowest. Sure to reduce your grocery bill considerably. Another matter of special importance: Weights. We neither cut weight nor quality—only the price. Can all other Groceries say this, honestly, as we do? We want you to come and see our store. It's a clean place, selling dependable goods. Our salesmen are attentive, always ready to serve you. We have a splendid delivery service—best in city. Give us your order—get quality and quantity at a saving.

Prices for Wednesday, Thursday, Friday, Saturday:

This is very good, except that little—"knock" about weights which, perhaps, was carried a little too far. Just the statement that "We neither cut weight nor quality—only price," is an intimation that somebody else *does* cut weight or quality and seems quite sufficient without the further statement that the firm is honest. There is seldom any need for an honest man to declare his honesty until he is called upon to defend it from attack, which does not seem to be the case in this instance; and while it may be perfectly proper

for an honest man to assert his honesty to those with whom he would do business, if he made a regular practice of doing so, that practice would inspire doubt of his honesty where there never had been doubt. If he habitually coupled with his assertion of honesty an implication of dishonesty among his competitors the attack would repel rather than attract trade. Of course, there may be conditions in Louisville merchandising which fully warrant something of the sort; but even then, the positive statement that "We do *not* cut weights or qualities—but prices," should be sufficient. As a rule, customers find out sooner or later from what stores they may always expect a square deal, and act accordingly.

The second section of Mr. Shafer's ad appears below, except the price quotations, of which there were quite a number.

CUT DOWN YOUR BUTTER BILLS. HERE'S WHERE YOU CAN DO IT.

We sell more butter and butterine than other stores. The reason is obvious. Best quality—lowest prices—fresh goods. Our butterine has a good, rich color. Looks well—bakes well—tastes well. You'll make no mistake in coming here for butter or butterine.

Probably Lots of Laundries That Have Machines Like This Have Never Thought Far Enough to Advertise it and Thus Make it a Trade Attractor As Well as a Trade Holder. From the Bloomington, Ill., Pantograph.

Do You Wear Collars?

If you do you are interested in our new Automatic Collar Folder and Shaper.

It is the newest machine for folding and shaping turn down collars. The collars are started between the first pair of disks and carried automatically through the second, both pairs of disks being heated, and one passes through the machine perfectly folded, shaped and *irons the edge* of the collar.

It is practically impossible to *crack* collars with this machine. Your inspection and trial order solicited.

THE MODEL LAUNDRY,
Bloomington, Ill.

This Ad As It Appeared in the Philadelphia Evening Bulletin was Inclosed by the Good Strong Outlines of a Piano and Combined Good Matter With Very Strong, Attractive Display.

The Prospective Piano-Buyer Gains More Real Satisfaction Here Than Elsewhere—And Saves Money!

When a possible customer comes to us we do not bore him with a mere word description of the merits of our pianos—we do better than that.

We are always willing to take any instrument apart and show just why our pianos are more durable, lighter in action and more perfect in tone than those other stores sell at much higher prices.

Cou'd we offer more convincing proof of the superiority of the Cunningham-made pianos?

The Matchless Cunningham, \$425 and upward. The Girard Piano \$275 and upward. We show what the piano is now; its future is insured by our broad guarantee.

Our terms: Cash or Easy Payments. Send for Catalogue.

CUNNINGHAM PIANO COMPANY,
N. W. Cor. Chestnut and
11th Streets,
Philadelphia, Pa.

Something a Little Different in Savings Bank Ads, From the Kansas City Journal.

Nearly Every Young Girl

Could be independent at womanhood if she began to save early. If she has an object in life, cash in bank will be the greatest aid to the fulfillment of her ambitions. We furnish a free home savings bank to help her save her small change. Three per cent interest.

PIONEER TRUST CO.,
Tenth and Baltimore,
Kansas City, Mo.

A Demonstration Will Interest People and Sell Goods When Nothing Else Can. From the Union and Advertiser, Rochester, N. Y.

Free Lessons in Teneriffe Work.

Natives of Teneriffe Island, one of the Spanish possessions away off near the northwest coast of Africa, are the originators of the beautiful Teneriffe lace work now so much used for trimming shirt waists, handkerchiefs, underwear and other articles. Until recently this dainty work has been done only by a very slow hand process. But, thanks to American ingenuity, a clever device for making Teneriffe lace work has been gotten up, and everybody can make this artistic work quickly and easily. Mrs. Anna Watkins is at our Art department giving a demonstration of the ingenious little Teneriffe Lace Constructor and free lessons in its use. The Constructor is made in three sizes and sells for 30c., 35c. and 40c. according to size. Mrs. Watkins' free lessons show how to make 40 varieties of wheels and squares not only from cotton thread, but from silk and wool, and also from tinsel for millinery purposes. We also supply Teneriffe Instruction Books at 15c. which are very complete both in suggestions and illustrated lessons.

BURKE, FITZSIMONS,
HONE & CO.,
Rochester, N. Y.

A Savings Bank Ad That Isn't Too Dignified to be Interesting. From the Danbury, Conn., News.

David Harum Said:

"Interest's one o' them things that keeps right on nights and Sundays."

This is one of the reasons why you should deposit your spare change here in a savings account. The interest starts as soon as the first dollar is deposited, and never stops until the money is withdrawn. Interest is a wonderful factor in building wealth.

One dollar will open the account at this bank.

UNION SAVINGS BANK
OF DANBURY,
Danbury, Conn.



THE STAR GALAXY TO DATE.

THE PHILADELPHIA, PA., BULLETIN,
 THE PITTSBURG, PA., POST,
 THE DENVER, COLO., POST,
 THE LOS ANGELES, CAL., SATURDAY POST,
 THE KANSAS CITY, MO., STAR,
 THE PEORIA, ILL., STAR,
 THE MINNEAPOLIS, MINN., TRIBUNE,
 THE TORONTO, ONT., MAIL AND EMPIRE,
 THE MINNEAPOLIS, MINN., FARM STOCK & HOME,
 THE RED BANK, N. J., REGISTER,
 THE MINNEAPOLIS, MINN., JOURNAL,
 THE OAKLAND, CAL., HERALD,
 THE LINCOLN, NEB., DAILY STAR,
 THE COLUMBIA, S. C., STATE,
 THE DECATUR, ILL., DAILY REVIEW,
 THE RACINE, WIS., WISCONSIN AGRICULTURIST,
 THE CHICAGO, ILL., DAILY NEWS,
 THE BOSTON, MASS., GLOBE,
 THE TROY, N. Y., RECORD,
 THE RICHMOND, VA., TIMES-DISPATCH,
 THE SIOUX CITY, IA., TRIBUNE,
 THE CHICAGO, ILL., RECORD-HERALD,
 THE AKRON, O., BEACON JOURNAL.
 THE BALTIMORE, MD., NEWS,
 THE WASHINGTON, D. C., EVENING STAR,
 THE BUFFALO, N. Y., EVENING NEWS.

In Rowell's American Newspaper Directory for 1905 (and always thereafter as long as the Directory continues to be published), the above twenty-six publications will have the following paragraph attached to their respective catalogue descriptions:



The absolute correctness of the latest circulation rating accorded the Evening Bulletin is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

There may be still time to secure the Guarantee Star. If interested, address Manager, Rowell's American Newspaper Directory, 10 Spruce Street (up-stairs), New York City.
 New York City, March 29, 1905.

ROWELL'S AMERICAN NEWSPAPER DIRECTORY

RECEIVED of the Publisher of

One Hundred Dollars

for guarantee of circulation rating in Rowell's American Newspaper Directory.

THE PRINTERS' INK PUBLISHING COMPANY,

\$100.00



New York City, MAR 16 1905

Henry Cheesman, M.C.

Henry Cheesman, Manager.
Publishers of Rowell's American Newspaper Directory.

CONDITIONS.

The absolute correctness of a circulation rating in *American News* in Rowell's American Newspaper Directory, based upon a satisfactory statement from the publisher of the newspaper to the first person who necessarily assails the accuracy of the rating. The guarantee of the publisher of the newspaper offered by the Directory is secured by the payment of one hundred dollars to the publishers of the Directory as a permanent deposit. The guarantee is perpetual so long as the newspaper publishes statements in detail.

ROWELL'S AMERICAN NEWSPAPER DIRECTORY

RECEIVED of the Publisher of

LEADER
New York City, March 17, 1900
Publisher of *Evening News*, Buffalo, N.Y.
One Hundred Dollars

for guarantee of circulation rating in Rowell's American Newspaper Directory.

THE PRINTERS' INK PUBLISHING COMPANY,

Publishers of *Reed's American Newspaper Directory*.

Gentlemen

The absolute correctness of a circulation return is available through the Director of Publications under a formula of circulation returns for a full year, as recommended by the Director of Publications. This formula is based upon the circulation of the publication, the number of copies distributed, and the number of copies sent to the post office to be forwarded. The money paid is not returned to the publisher, but is retained by the post office.

ROWELL'S AMERICAN NEWSPAPER DIRECTORY

RECEIVED of the Publ

for guarantee of circulation rating in Rowell's American Newspaper Directory.

tion rating in Rowell's American Newspaper Directory.
THE PRINTERS' INK PUBLISHING COMPANY,

\$100.00

CONTINUATION

John C. Stennis Space Center

New York City, MAR 16 1905



MORE GREAT DAYS for the
Philadelphia Item

Monday, March 13,	195,600	Friday, March 17,	257,500
Tuesday, March 14,	230,400	Saturday, March 18,	241,000
Wednesday, March 15,	268,900		
Thursday, March 16,	271,300	Sunday, March 19,	232,600

The People are Supporting the "People's Paper," That's All.

